

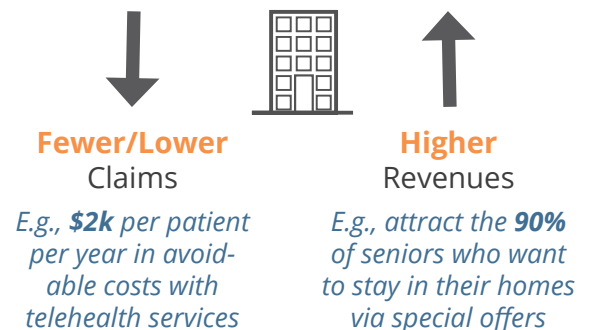
# How can insurers profit by promoting healthy aging lifestyles?

**53%** Percentage of the population in 2060 that will be 65+

Through shared value seniors would be:



Insurance companies would benefit through:



## Opportunities for Insurers:

Retirement

**Incentivize active aging**

Encourage purposeful lifestyles and create awareness around benefits of physical activity

Develop solutions for maintaining social ties and connectedness to work life

*Discovery Vitality incentivizes physical activity and differentiates objectives at different ages*

65+

**Encourage independence**

Boost development of safe homes with sensing and monitoring systems to allow seniors to stay in their homes

Deploy telehealth to increase treatment adherence and provide medical advice at home

*Humana develops electronic in-home monitoring devices so clients can stay in their own homes*

75+

**Provide end-of-life services**

Support cognitive services and products that help prevent depression and mental deterioration

Assist in end-of-life planning talks with relatives and medical staff

*Aetna offers specific end-of-life program with medical support, tools, and information about living wills*