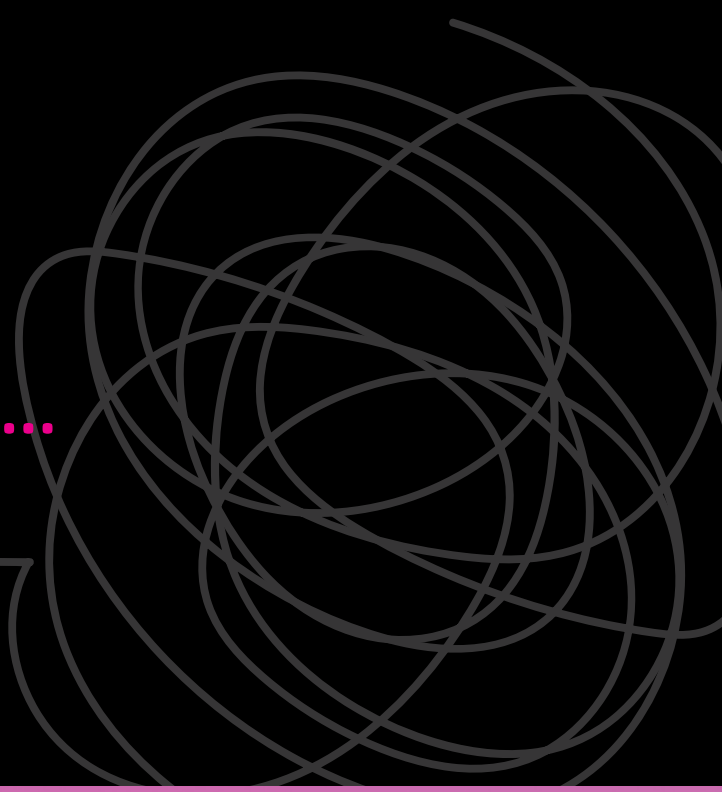
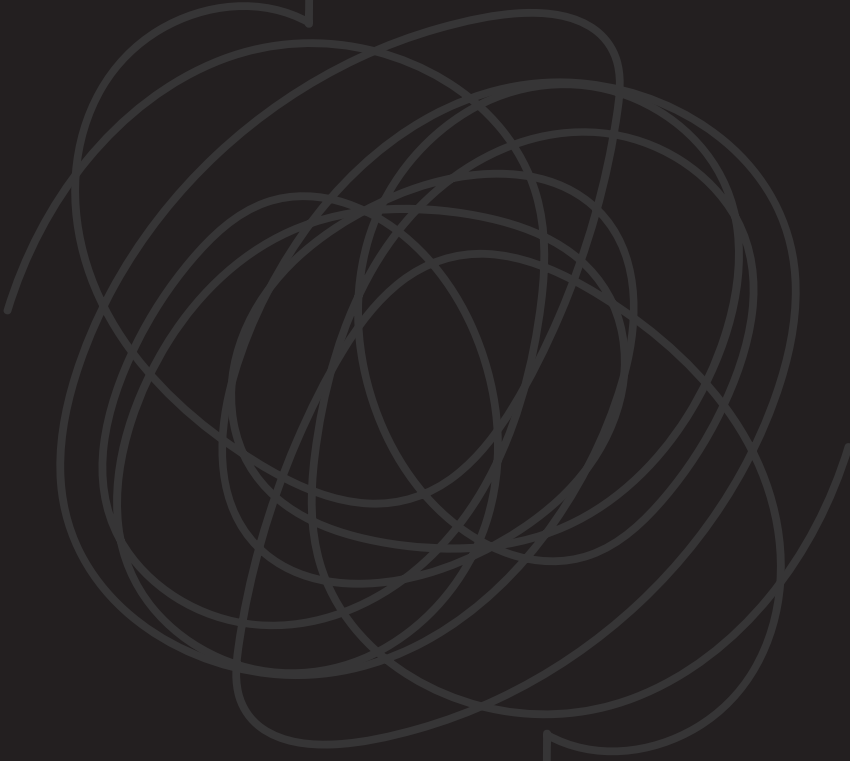


# THE FUTURISTS' CRYSTAL BALL SAYS... Good Omens and Solid Advice

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We're gazing into our crystal ball now: 2023 will be hectic, but it will also be rife with opportunities and innovations, demanding huge shifts in both consumer desires and organizational structures. As the pandemic's peak gets further and further behind us, as the baby boomers explore more and more retirement designs, and as our workforce is characterized by greater and greater dynamism and diligence, our topics of conversation, risk assessments, enhancements, next steps, disruptions and salutes – our **T.R.E.N.D.S.** – need to accept and eagerly change with the times.

As top-notch marketers and expert senior living clairvoyants, here are some pro tips to guide your organization through the oncoming year.

**SEEING INTO THE FUTURE WITH THE  
ADAGE MARKETING GROUP**  
**FOR MOST, HINDSIGHT IS 20/20;  
BUT IN MARKETING, FORESIGHT  
NEEDS TO BE JUST AS CLEAR – IF NOT  
YET PERFECTLY CRYSTALLIZED!**



## (T)opics of Interest

The face of retirement living is changing: the youngest baby boomers are 58 as of this year, and the oldest will turn 76. The needs of this influential generation changes our whole approach to senior living lifestyles, and our conversation needs to change with it. Based on insights from the **SeniorTrade 2022 Trend Report**, here are ten topics to invest in for 2023:

- Aging in the right place
- Power of purpose
- Senior living as a service
- Delivery and refined dining options
- Seamless healthcare integration
- Group living options
- Improved technological solutions and the acceleration of “age tech”
- Solutions for the “forgotten middle”
- Inclusivity in senior living and ageism
- Economical and environmental changes and impacts

## (R)isks Ahead

One of the major stressors for companies in 2022 and 2023 is the new geography of the workforce. Increasingly, employees are asking for more flexibility, safety and transparency in the workplace. The demand for remote or even hybrid work options is high, and the employee landscape is changing, too. Here are five new developments that companies should be prepared to meet in 2023.

- Allowances and considerations for a new, multigenerational workforce
- Increased accessibility and an end to traditional professional hierarchies
- Utilization of new technologies to track and improve productivity
- Flexible solutions so that employees have more freedom to do what they do best
- Improved employee experience through perks, benefits and social connections

## (E)nhancements and (N)ext-ups

We're truly blessed to live in such a technologically advanced time that offers so many unique and mind-blowing solutions to problems both old and new – and companies should embrace this brave new world with gusto! Especially in the last two years, senior living has seen many new and exciting innovations designed to help seniors with social isolation, dynamic engagement, lifelong learning and more. Consider these technologies and solutions to enhance your community in 2023.

- Med-Mizer's ActiveCare Bed
- Shared experiences and virtual reality from Rendever
- Liftware, a life-changing smart handle
- Emergency call software, telehealth options, digital management and other technological solutions
- Mental health platforms for seniors in need of memory care like Rippl, or platforms like Givers, which helps family caregivers take advantage of tax credits, state programs, reimbursements and more
- A smart cushion for wheelchairs to prevent pressure injuries
- Cognishape, an online training program that keeps older adults sharp, creative and socially engaged

## (D)isruption

Predicting “chaos,” seeing “disruption” on the horizon – perhaps these things sound nerve-wracking but really, from a marketing standpoint and from an innovative perspective, they're not threats or dangers but opportunities to improve our products, offerings – and seniors' lives. Another word for interruptions like this, which change the way we think and understand different problems and solutions in our industry, is “game changers.” Here are just a few games we've seen changed in 2022 and ideas we're eager to hear more about and implement in 2023.

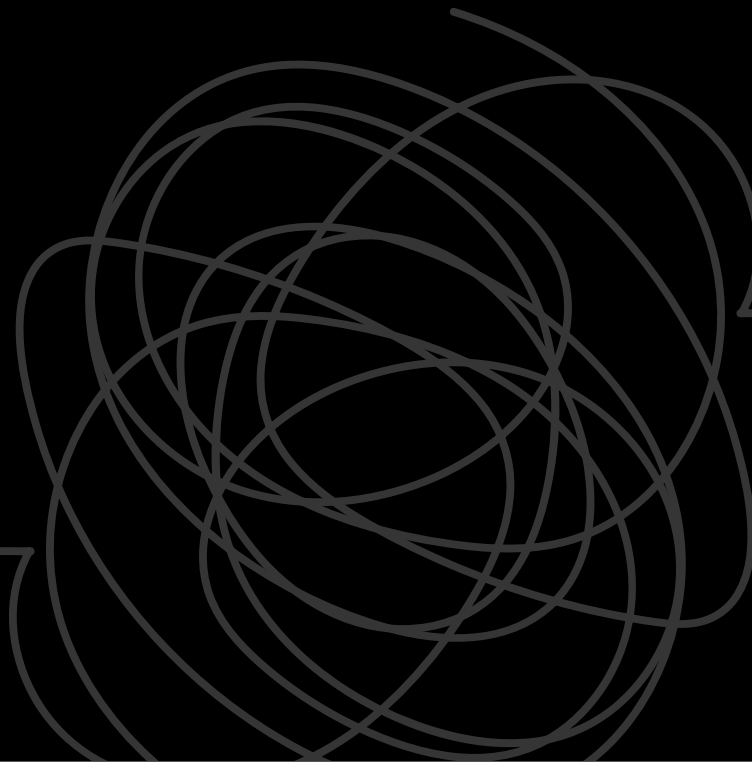
- **Affinity districts** – a new neighborhood concept focused on behaviors over buildings and based on shared activities, mobility, foods and creativity
- **Post-pandemic trends and lessons** about the Spanish Flu and the old and new roaring 20s
- **Social media branding in 2023** and how/why brands are built on social media
- **The internet of things** and new, emerging technologies relate to it

## (S)hout-outs

It's not a celebration without some well-deserved shout-outs. Here are some of our favorite moments, tactics, methods, tips, accomplishments and more from the last year.

- **The Point of the Story:** Romantic gondola rides (on land!) have got to be our new favorite parade
- **A Multigenerational Social Experiment:** this first-of-its-kind senior living technology-enabled design showcase in a renovated World War I-era Columbus, OH, mansion was open to anyone interested in the future of aging in place
- **In Their FACE:** Guerrilla-style marketing is still a solid disruption and we can prove it
- **Benefits Say Whaaat?:** One to five solid ways to attract the self-starters you need
- **VR Is Where It's At:** The future of VR in healthcare is so bright we gotta wear goggles
- **Shining Leadership:** Women leading the way with partnership and powerful purpose

**ACCESS OUR 2023  
TRENDS SURVEY TO  
HELP US PREDICT AND  
DESIGN A BRIGHT  
FUTURE FOR ALL.**



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