

Making Innovation Work

A Blueprint for the Seniors Housing & Care Industry

By Ryan Frederick

EXECUTIVE SUMMARY

“What this [demographic shift] means for housing is that the
past cannot be relied upon as a predictor of the future...

What they [Silent and Baby Boomers] will want is likely to be quite different
from what today’s housing communities for seniors provide.”

– Urban Land Institute’s Report “Housing in America: The Baby Boomer Turns 65”

For a variety of reasons – including demographic, psychographic and government-related – the Seniors Housing & Care industry is set for tremendous change in the years ahead. This change will represent new opportunities for growth, additional channels of revenue and novel ways to add value to consumers. However, it will also challenge the industry’s existing business models and paradigms of thinking. In this changing environment, successful leaders must prepare their organizations for the future while also continuing to execute on their business plans of today. How can this be done?

A well-documented and proven body of research, across many industries, has led to a new blueprint for organizations to thrive today *and* tomorrow. In business academia, “Ambidextrous Organizations” are able to balance exploiting their current business while also exploring new opportunities.

This white paper outlines specific steps that leaders and their organizations in Seniors Housing & Care can take to stay a step ahead. By tapping into some of the latest research on management practices and innovation, including concepts from faculty at Harvard Business School and Stanford Graduate School of Business, this white paper provides insights to the following questions, among others:

- How can my organization simultaneously prepare for today and tomorrow?
- How can we be sure to neither fall too far behind nor get too ahead of the market?
- How must my organization adapt in order to be more nimble, experimental and innovative?
- What must strategic planning look like amidst a time of such rapid and uncertain change?
- What specifically can I do today to prepare for tomorrow?

There will no doubt be an unprecedented opportunity to serve the over 100 million people from the Silent and Baby Boomer generations in the coming years and decades. However, mounting evidence suggests that solutions for future consumers will be materially different than today’s offerings designed for their predecessors. The time to prepare for this change is now.

For a copy of this white paper, please visit www.pointforwardsol.com or contact Ryan Frederick at Point Forward Solutions at rfr frederick@pointforwardsol.com or call 410-929-3281