What's Possible!

Imagining the Futures of Senior Living Communities



Garry Golden



In the News



Drivers of Change



Learning More...

Images Removed

Four Futures Thinking













Collapse

Continued Growth

Disciplined Constrained







Foresight Capability:

Write a Story on the *Four Futures* of Our Senior Living Communities?



Continued Growth

Disciplined Constrained

Transformed Decline Collapse



In the News

Students from UT-Austin won Amazon's first Echo Show Design Challenge based on biometric algorithms and early intervention. Each morning seniors see three images on the monitor and have a short conversation with the Echo Show device. The application provides weekly updates to caretakers and notifications if there are potential issues of cognitive or physical decline.









Context of the Creepy Line

Google

Inevitability of Dealing with the Creepy vs Compelling Line at the...

Senior Living Experiences

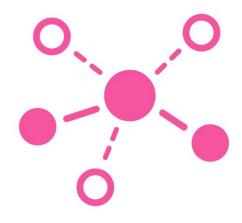
How do we...

- ☐ Balance privacy + personalization
- Communicate value and benefits in 'Ask' vs 'Reward'
- ☐ Maintain human-ness side of the relationship

What's Possible: A Future shaped by Creepy Lines vs Compelling Experiences

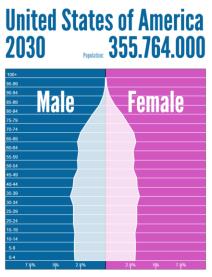


Drivers of Change 2018 – 2030



Data-driven Innovation

Emergence of the *Experience Graph*



Funding for Outcomes

Social Impact Bonds

Dog Images Removed

Outcomes-based Value Creation Depends on...

Competitive Advantage

Descriptive

What happened..

Complexity of Data and Relationship Management

There is no shortage of emerging issues to address...



Johanna Blakley @Mojojohanna · 1h
"Why don't we give data like we give blood?" - Alan Freeman #neaarts #NEACVP
#artsdata

Can we all agree...?

Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.

- Deanna Day



Social Data





Health Data



MEASURE FUTURE Device

+ Place Data



"I did this..."

Learning & Life Experience Data

First Signal of Experience Analytics



Activity Streams <Actor, Verb, Object> "I did this"

Why xAPI? Understand the Link Between Training, Care & Outcomes

Assumption: Experience Data Appears Inside University, Workplace & Beyond



Course

Outputs

EAPI

"I did this..."

Statements



Seamless Integrated into

- ☐ Software products
- ☐ Connected Tools
- ☐ Manager & Team Tools

Scenario: Professional Staff Embrace Experience Capture Analytics



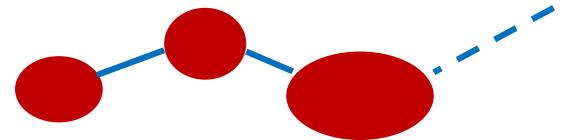
Lucy read an article on virtual reality for aging populations
Lucy opened an Evernote folder on aging solutions
☐ Lucy watched a Youtube video on Social VR Experiences for Aging Boomers
☐ Lucy <i>interviewed</i> the Director of MIT's Age Lab
Lucy attended an MIT workshop on VR simulations
☐ Lucy wore an 'aging suit' at MIT Age Lab
☐ Lucy <i>mentored</i> with the Head of Innovation at AARP
Lucy designed a new VR social space using Facebook Oculus dev kit
Lucy won an Webbie award for Social VR platform
☐ Lucy <i>taught</i> a Coursera MOOC on Universal Design and VR experiences
Lucy was hired as head of Social VR for Aging Populations at Facebook

Scenario: Aging Populations Embrace Life Experience Data



<Actor, Verb, Object>
"I did this"

☐ Thomas <u>liked</u> a <u>Lucille Clifton</u> poem he heard on iTunes
☐ Brentwood library invited Thomas to a Creative Aging poetry event
☐ Thomas <u>enrolled</u> in a creative writing class at Community College
☐ Thomas <u>read</u> Alice Walker for his creative writing course
☐ Brentwood library <u>recommended</u> an obscure Rita Dove poem
☐ Thomas <u>performed</u> his poetry at a local café event
☐ Brentwood library <u>invited</u> Thomas to a <u>program on self-publishing</u>
☐ Thomas self-published his first collection of poems
☐ Brentwood library <u>added</u> his book to their collection



Assumption to Explore

By 2025, Experience Data Will Become Our Most Valuable Digital Asset

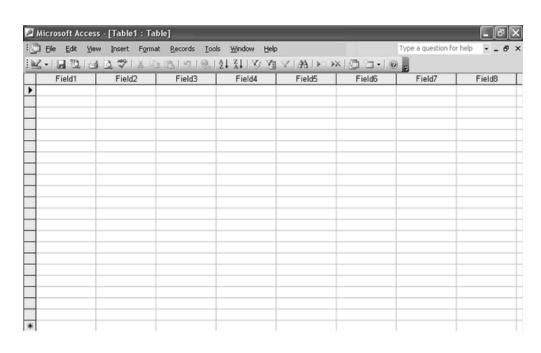
If we capture experience data...



"I did this..."
Statements

How do we approach regulations?
How do we avoid the creepy line?
How do we make sense of it?

Building a Connected Data Foundation for Outcomes-focused Experiences



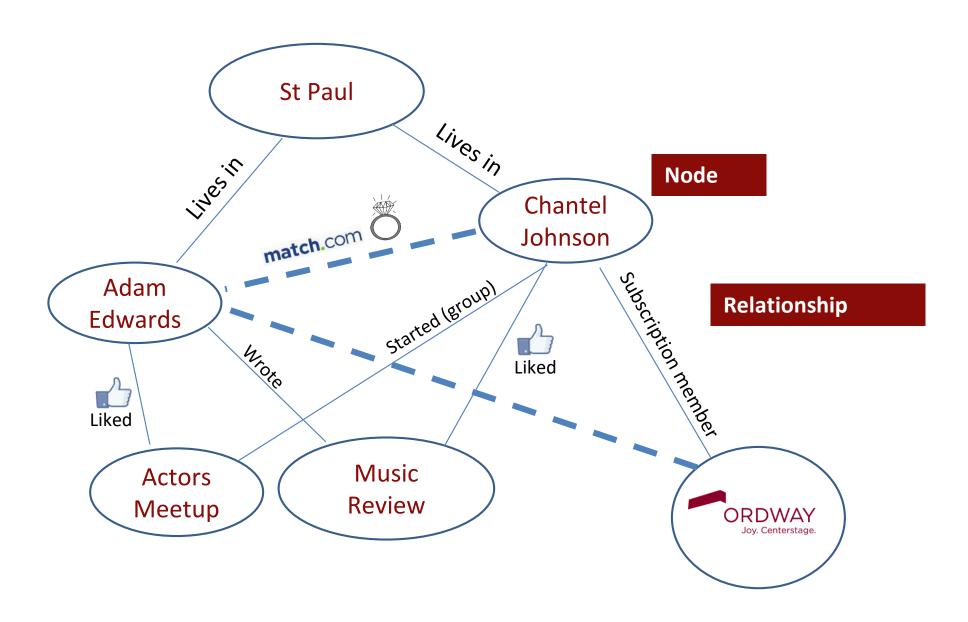
Tables = Past



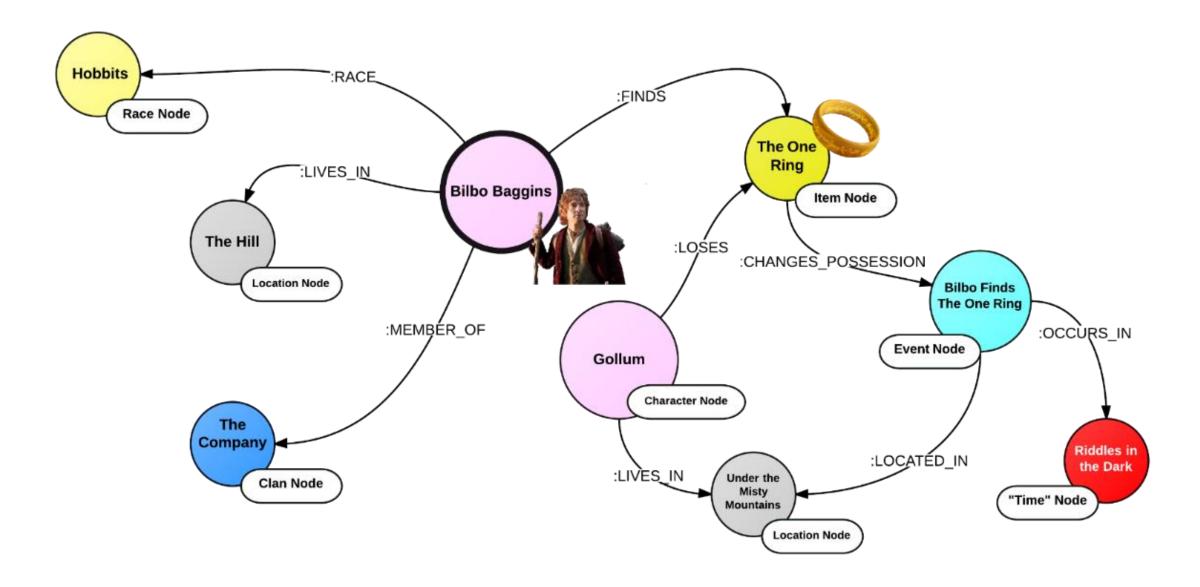


Graph Thinking = Future

Graph Database = Understanding Relationships + Connections



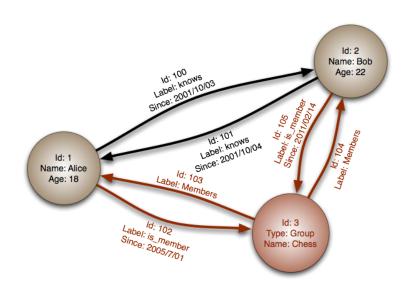
Graph Thinking Approach to Understanding Pathways & Outcomes

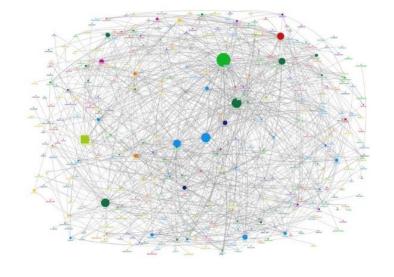


Assumption: Connected Data & Graph Analytics Changing the World



Value of our Social Graph



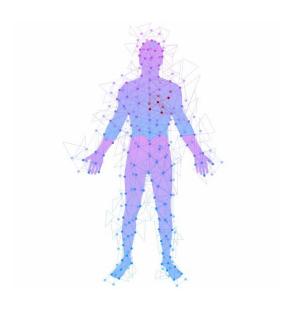


Era of Experience Graph?

Experience Graphs for...







Performance Support for Caregivers

Volunteerism & Enrichment

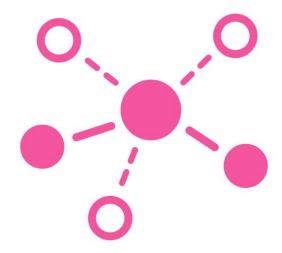
Health / Wellness

Will we build a Senior Living Graph?

- ☐ Industry Outcomes Data
- ☐ Family Experience Data



Members – Companies – Jobs – Skills – Schools – Knowledge



Connected Data = Most Valuable Asset

Graph Analytics = Most Valuable Capability

Graph Thinking + Analytics : Assessment Phase: Opportunities + Gaps Data Capture + Privacy Issues **Understanding Capabilities Road-mapping for the Future:** Graph Analytics as Foundation for... Bots / Chatbots **Intelligent Assistants** Research Support **Learning Journeys Community Engagement**

Push xAPI / LRS Beyond L&D



Learning Curve Starts Now!

Connected Data + Graph Analytics



Get Involved in Working Groups

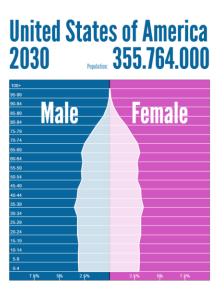




Drivers of Change 2018 – 2030

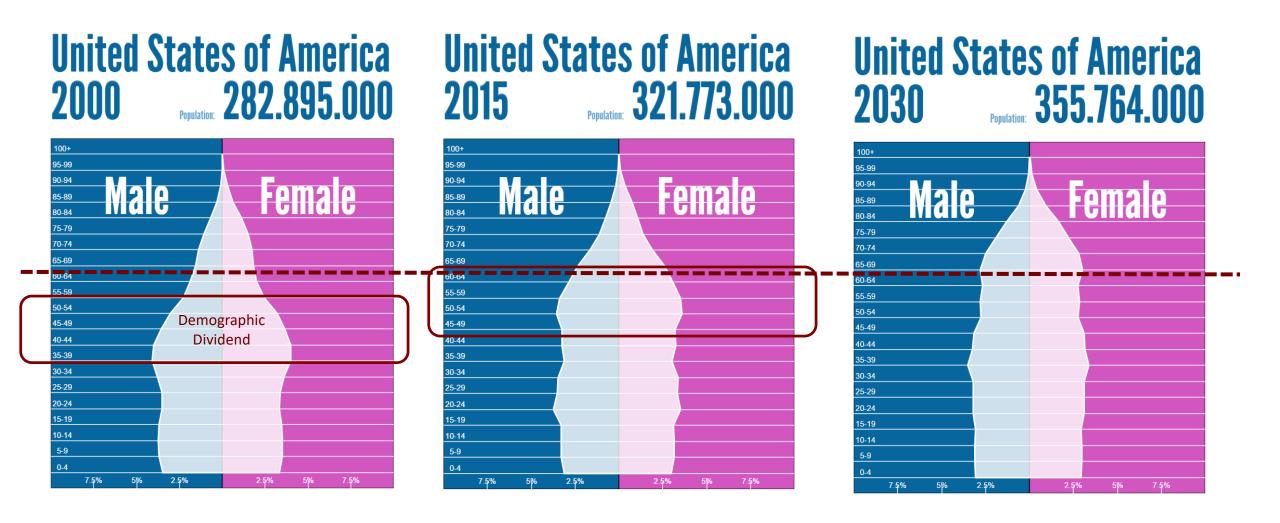


Data-driven Innovation
Emergence of Experience Graph

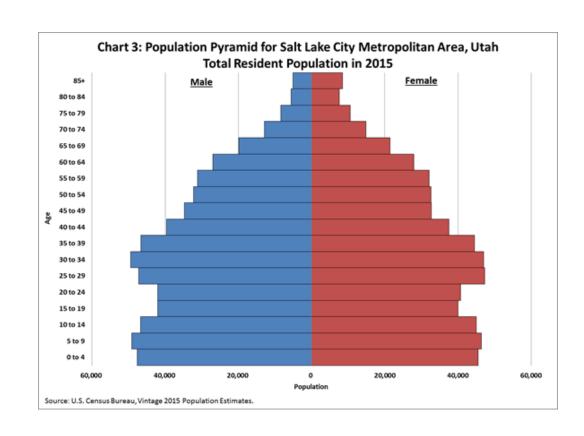


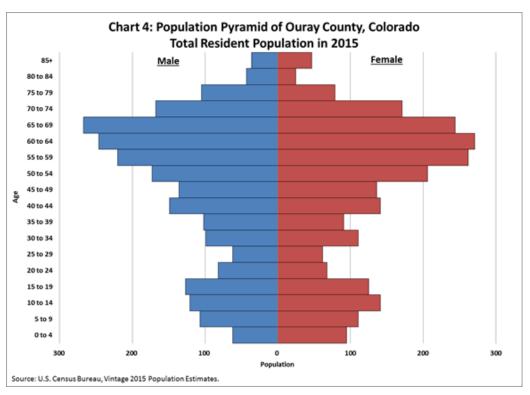
Funding for Outcomes
Social Impact Bonds

U.S. = Aging Boomers + Fading Demographic Dividend



Demographics as Destiny = Not Evenly Distributed





Source: https://www.census.gov/

2020s: Community Leaders Playing Catch up on Plans for Aging Boomers

Growth

By 2030

71_N

65+ pop.

Hype

60%

wealth

40% consumer spending

Reality

Est. 30% 55+ no retirement savings

Average 55-64 has 401K balance of \$177,000.

Regional Dynamics





What's Possible: Alternative Funding Models

Social Impact Bonds

Outcomes, Innovation & Shared Risk

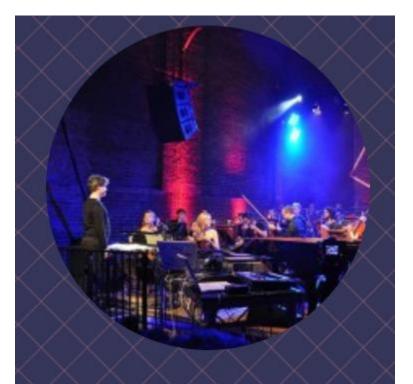


108
IMPACT BONDS

\$392_M 738,671
CAPITAL RAISED LIVES TOUCHED

£7million fund that brings together public, private, and charitable investment to support arts organizations in England and the first of its kind to focus on their social, artistic, and financial return.





Village Underground

The music venue will create a new multi-arts centre in Hackney and partner with arts charity Community Music to deliver social programmes



Autograph Media

Autograph Media will use investment to set up a new image licensing business specialising in race and cultural diversity.



V22

The studio space provider will use investment to increase its portfolio and preserve a valuable heritage site for community use and benefit

Health + Social Care ☐ Aging-in-Place ☐ Creative + Active Aging **Memory Care Impact Investing Social Isolation** or Loans for... Workforce Skills-building ☐ Addiction + Recovery | Transitional Housing Play + Wellness Food

Early Days of Defining Relevant Outcomes

January 2014







Social entreprises (examples)	Outcome domains				
	Health	Purpose of life	Social inclusion	Mobility	Other outcome domains
Active minds (UK)	x		X		
Granny Aupair (Germany)		x		×	Education
Shared lives (UK)	X		X		Housing
Siel Bleu (France)	X	X		X	
	X Primary outcom	ne domain	X Secondary outcome domain		



An evaluation of Social Impact Bonds in Health and Social Care

Interim Report

Stefanie Tan, Alec Fraser, Chris Giacomantonio¹, Kristy Kruithof¹, Megan Sim¹, Mylene Lagarde, Emma Disley¹, Jennifer Rubin¹, and Nicholas Mays



Policy Innovation Research Unit (PIRU), Department of Health Services Research and Policy London School of Hygiene and Tropical Medicine, and RAND Europe¹

PIRU Publication 2015 - 12

Outcomes

Responsiveness

- ✓ Wait for rehab and reablement dropped from 40 days to an average of 11 days
- √ 55% increase in referrals for admission avoidance

Patient experience

- √ 95% of patients rate the service as 8 or more out of 10 in the friends and family test

 1. **Test of the service as 8 or more out of 10 in the friends and family test

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- √ 88% of AA referrals avoid admission to acute
- √ 77% of patient set rehab goals are achieved with 100% success (90% full and part achieved)

Patient flow

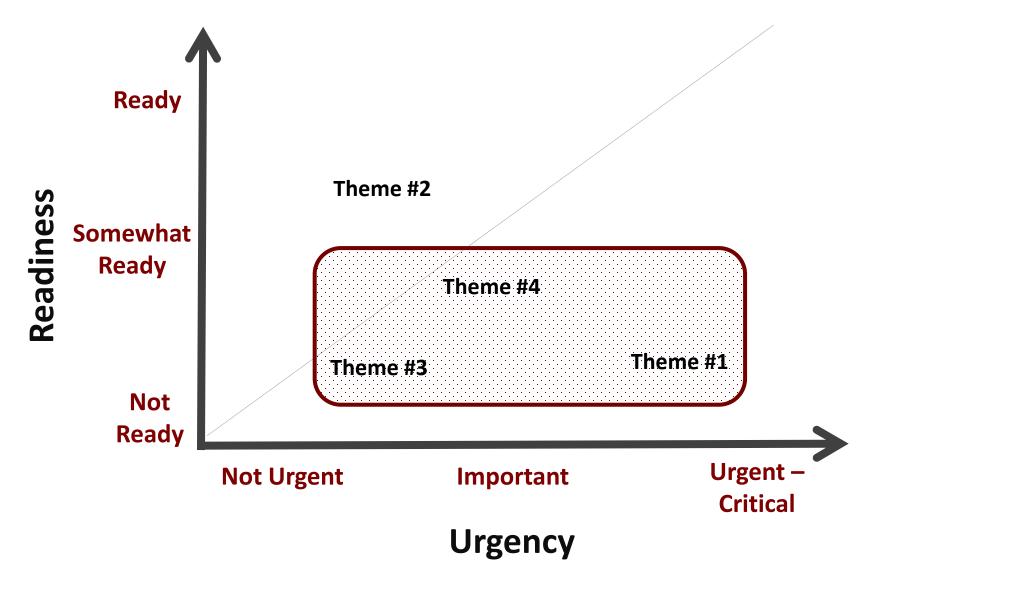
- 92% of patients return home from the nursing home based intermediate care beds within 6 weeks
- 19% of patients placed in a spot purchase interim bed returned home
- Bed occupancy within intermediate care has increased from 85% to 93%





Learning More...

Step #1:
Take a Pulse Check on Emerging Trends vs Organizational Appetite



Step #2 Start a Signals Team: Follow Those Who Imagine Different Futures



Blockchain & Smart Contracts



Graph Analytics Connected Data



Industry Issues on Talent Development

Step #3

Find the Right 'What's Possible' Questions' to Brainstorm Ideas

Following the success of HP's Chief Innovation Officer Phil McKinney, generate a weekly 'Killer Question' email message or 'Twitter' conversation that spurs conversation about senior living experiences.

What is an innovative approach to senior care that does not exist today but will be our most requested lever of change in five years?

Which popular consumer brand today could make our senior care efforts irrelevant (or more relevant than ever!) in five years?

Thank you!

Garry Golden
garrygolden@gmail.com (Two Rs)



Learn More...
garrygolden.com/February21



What is the biggest risk we should take over the next five years to align senior living experiences with *What's possible* futures?

