

# LIVING LONGER AGING WELL

REDESIGNING OUR EXPERIENCE  
IN THE NEXT DECADE

By 2025, older people will compose a greater proportion of our society than at any time in human history. In the next decade, age-related illnesses and labor dynamics threaten to strain our institutions and support systems in unprecedented ways, upending assumptions about what it means to age well. The biological and cultural benchmarks we've taken for granted are shifting fundamentally. To address the varied and competing needs of aging in the next 10 years, we'll look to both social and technological shifts to holistically support four core facets of aging well—body, mind, wealth, and relationships. The human experience of aging hangs in the balance.

This map explores innovations that bring together shifts in society and technology to address people's multifaceted needs. These fundamental shifts are often leveraged separately. But emerging efforts to combine them reveal opportunities for a holistic redesign of our aging experience. From programs enacted by our formal institutions to narratives and practices emerging within communities, this convergence holds the power to transform how we work, play, live, and die.

Consider this map a tool to redesign our future health, well-being, and technology in a truly person-centered way. By taking this multifaceted approach, we gain the insight to design products, services, and ultimately systems for future generations as we usher in an age of longevity.



## A SHIFT IN SCIENCE & TECHNOLOGY

The first shift emerges from a continued expansion in our technological capabilities—in advancing sciences, rapid technological innovation, and a range of new products and services aimed at enhancing the lives of older populations. These new tools enable us to redesign support systems for aging well. Among the key drivers of this shift are:

### NETWORKED SURROUNDINGS

As the cost of **sensors** and other computing technology declines, cars, offices, homes, and even our bodies can be measured and connected to broader networks. These advances create new kinds of innovation opportunities. We'll be able to balance independence and support, from redesigning aspects of everyday life, such as eating utensils, to scaling aging-in-place technologies to become more accessible to all.

### DIAGNOSIS BEFORE ILLNESS

Advances from **neuroscience and genetics** transform how and when we are diagnosed with health conditions. In many instances, such as with Alzheimer's and other cognitive disorders, we're gaining the ability to diagnose conditions long before even mild symptoms manifest. Likewise, tools from data science are enabling earlier risk identification and diagnosis. Together, these efforts align funding and focus on preventative medicine and well-being to push our understanding of illness and health upstream.

### PRECISION INTERVENTIONS

New findings from the **life sciences** are not simply advancing diagnosis—they point the way to new treatments. For instance, over the next decade efforts to sequence the genetic makeup of every tumor will transform approaches to treatment through increasing precision of unique biomedical needs. At the same time, as these tools improve our ability to identify those who won't respond to available treatments, they drive a search for interventions beyond the purely biomedical.

## A SHIFT IN SOCIETY & CULTURE

The second shift disrupting our expectations of aging and creating new opportunities is primarily social—emerging from peer-to-peer networks that redefine goals, health strategies, life stages, and personal needs. Innovative social and cultural practices are catalyzing new kinds of personal and community strategies that enhance health, well-being, and joy as we age. Among the key drivers of this shift are:

### DISTRIBUTED HEALTH

With the rise of chronic illness in recent years and the distribution of care **beyond hospitals and clinics**, people of all ages have become accustomed to managing health questions through a wide array of strategies. From embracing consumer technologies to looking to social media to understand health conditions, the age cohorts that seek most care are accustomed to looking outside the clinic first to meet health and well-being needs. Experiments getting started under the U.S. Affordable Care Act may reveal models that are both more distributed and more coordinated.

### RETAGGING LIFE GOALS

Already we see our current age cohorts breaking from traditional patterns around everything from retirement to physical activity, creating new strategies to approach aging. These efforts are extending the ways we approach end-of-life decisions, as increasingly widespread social movements are seeking to embrace the acceptance of death. This **new narrative-building** will extend people's ability to redesign their own experience of aging well.

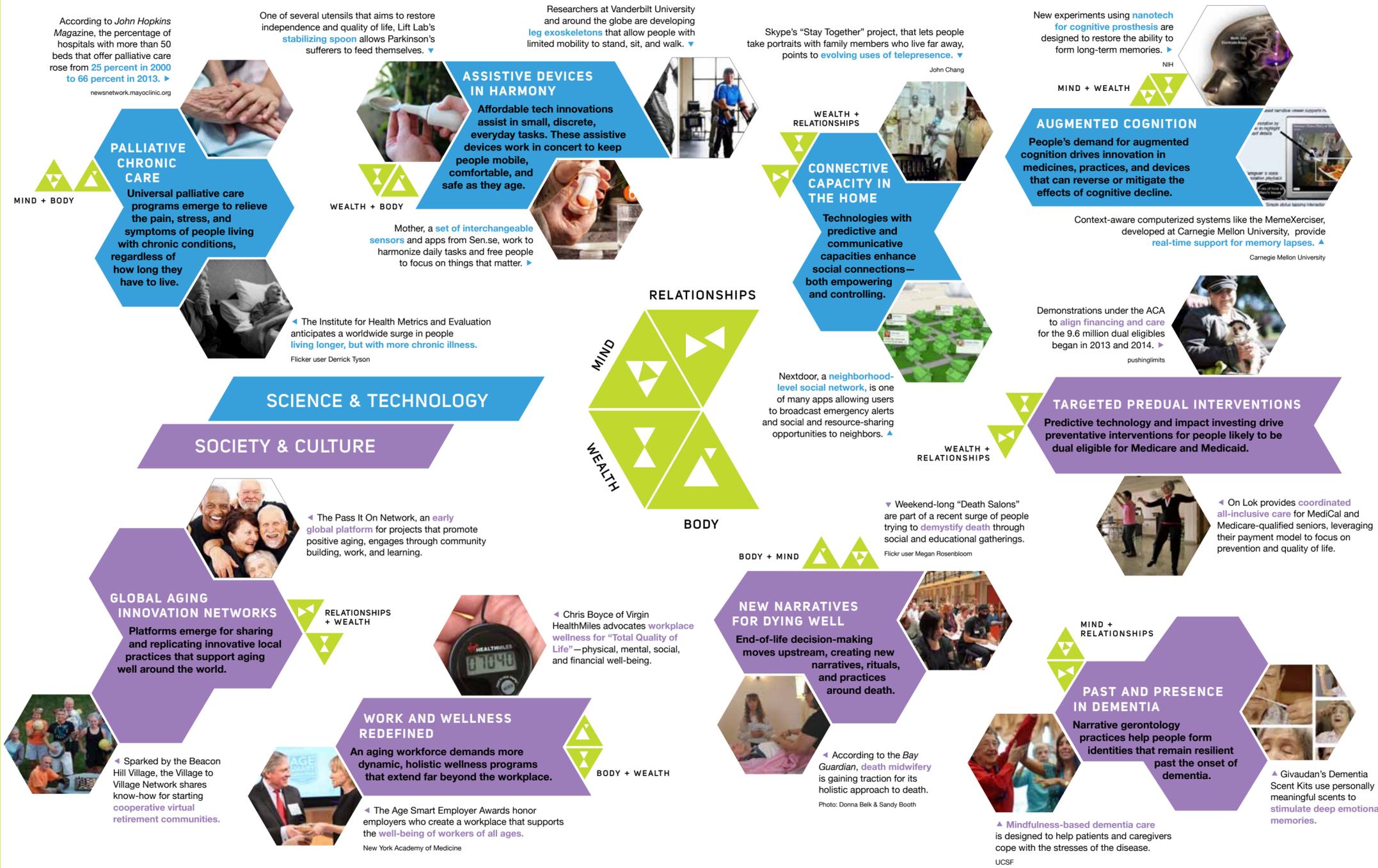
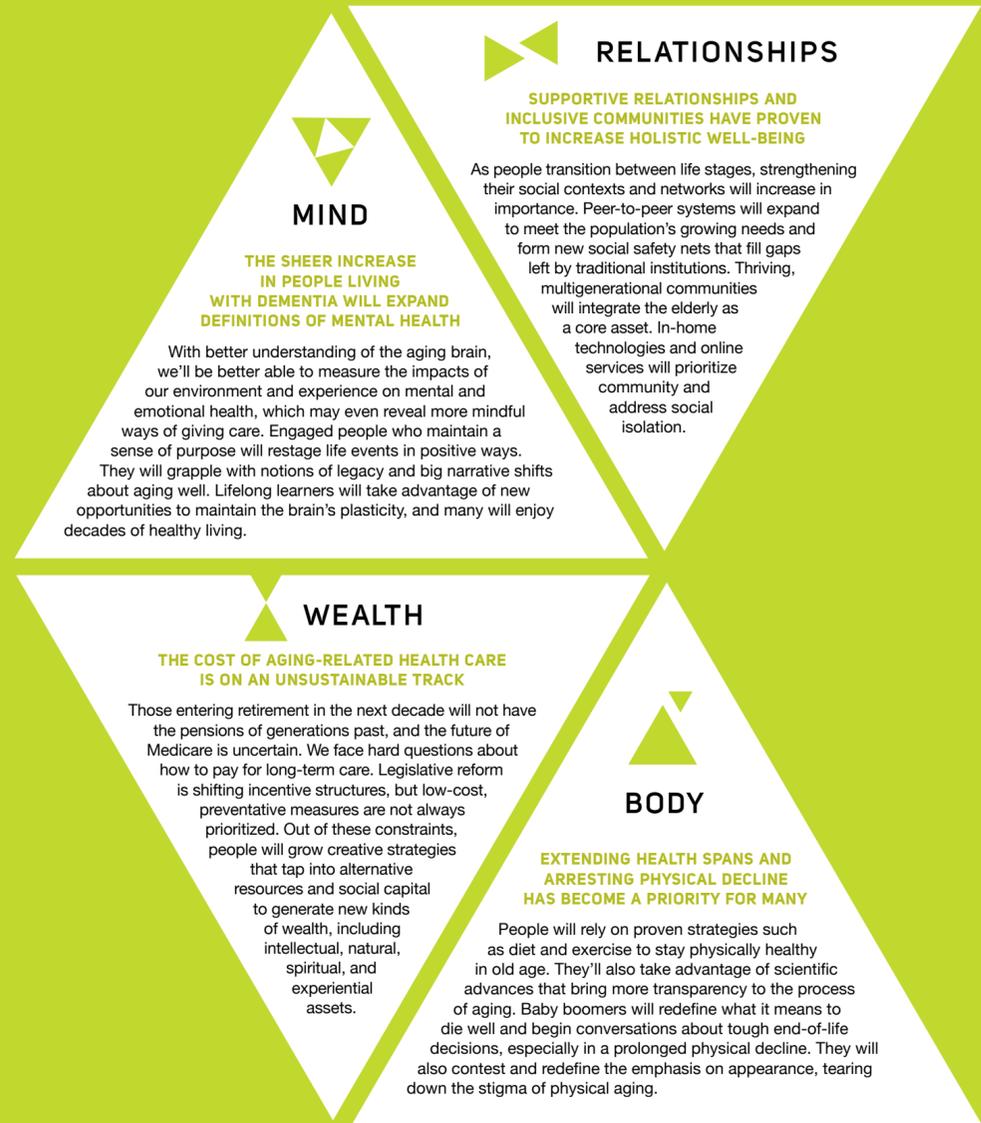
### SUPER-CONNECTED COMMUNITIES

Aging offers opportunities for self-reinvention, enhanced and accelerated by our **peer-to-peer networks**. Our social networks are causing new practices around aging to spread faster and farther than ever. City- and community-based efforts build aging friendly communities from the bottom up. Super-connecting communities bridge geographies and age cohorts to improve health and well-being.



# FOUR FACETS OF AGING WELL

To ensure a truly person-centered aging experience, we'll design for **four distinct facets—body, mind, wealth, and relationships**. They impact each other, and interventions to one interact with the others to transform the meaning of aging. Each person's priorities will differ, but to thrive in the coming decade we'll need to incorporate all four into a coherent experience of aging well. To the right are forecasts of both technical and social innovations that have potential to impact these facets.



# INSIGHT THROUGH REDESIGN

Step into the innovation space. It's time to redesign assumptions and services—and ultimately whole systems—that shape our experience of aging. Time to think broad thoughts that can transform and scale. Time to act and co-create with people in supportive communities open to positive change. Connect the elements of this map to evolve current approaches and innovate new ones.

**STEP 1 FOCUS ON THE PERSON**  
 Picture an older person in your life—a family member, neighbor, or patient—who will have unmet health and well-being needs in the next decade. Let's name this person \_\_\_\_\_.

- ▶ Consider the four facets of the aging experience: **body, mind, wealth, and relationships**. Which facets are assets and which pose risks to them?
- ▶ What does healthy aging mean for this person across each of the facets? What are \_\_\_\_\_'s priorities? What are \_\_\_\_\_'s fears?

**STEP 2A EXPLORE SCIENCE & TECHNOLOGY**  
 Immerse yourself in the forecasts of science and technology innovation. Which of these could have the greatest impact on \_\_\_\_\_'s aging goals?

**2B EXPLORE SOCIETY & CULTURE**  
 Immerse yourself in the forecasts of social and cultural innovation. Where do you see the greatest potential to affect \_\_\_\_\_'s experience of aging?

Where could your organization make the biggest contribution to these innovations? Think of at least one opportunity in each of the following:

What new capacities would enable your organization to support these emerging innovations? Think of at least one potential partnership or project in each of the following:

- ▶ Personalized care delivery strategies and scientific research
- ▶ New policies or business models
- ▶ Precision consumer devices and technologies
- ▶ Community-based initiatives
- ▶ New networks and forums for communication
- ▶ Opportunities for people to self-define aging narratives

**STEP 3 DESIGN A SYSTEM FOR AGING WELL**  
 Keeping in mind \_\_\_\_\_'s healthy aging experience and goals, design a new offering that incorporates both technological and social innovations.

- ▶ How does your offering contribute to a system of aging well?
- ▶ How can your technology-based offering create a space for individual narratives to flourish?
- ▶ How can your social or cultural offering thrive by leveraging new technologies or partnering with existing institutions?

A **person-centered design process** is cyclical and iterative  
 Go back to the needs and desires of \_\_\_\_\_.  
 What are the consequences when they interact with your offering?

**RETURN TO STEP 1**  
 and redesign for any new needs that emerged.



# A MAP FOR REDESIGNING AGING

Opportunities to redesign how we age into the future are within reach today. Whether you're an established health-care player, an aspiring startup, or a community organizer, this map is a tool to inspire and guide you and your organization to move toward a future we'll all want to age into.



## ORIENT YOURSELF TO THE SHIFTS

Shifts in Science & Technology and Society & Culture drive changes in the experience of aging and present dynamic tools for redesign. Over the next decade these shifts will converge, with technology offerings fitting into people's lives and cultural changes amplified through technology.



## EXPLORE THE FORECASTS

Nine forecasts of the next decade explore innovations that illuminate multiple facets of aging and reveal actionable opportunities as shifts in technology and society converge. Each is supported by signals of their emergence today.



## UNDERSTAND THE FACETS

Four facets of the aging experience—relationships, mind, body, and wealth—help root us in person-centered design. Balancing competing priorities contributes to a holistic, multifaceted perspective.



## REDESIGN AGING

A process of **Insight through Redesign** guides you through a person-centered innovation. Iterative engagement with the facets, forecasts, and shifts reveals opportunities and offerings in support of holistic systems for aging well.

## ABOUT INSTITUTE FOR THE FUTURE

We are an independent, nonprofit strategic research group with more than 45 years of forecasting experience. IFTF offers clients a deep understanding of the trends and discontinuities that will reshape well-being and health for the next 10 years.

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