

FOR IMMEDIATE RELEASE:

Canadian boomers want a better aging experience than their parents and home care is top priority, says national survey *Boomer expectations a key driver of future planning, says Revera CEO Jeff Lozon*

TORONTO, Canada, October 27, 2011 - According to a new poll from [Revera Inc.](#), Canada's leading provider of seniors care and services, 85 per cent of boomers are not content with their prospects for aging – they want a better experience than their parents and grandparents; and seniors agree there needs to be change. The new survey results also reveal two-thirds of boomers are not confident the health care system can meet the needs of older seniors (those 75-plus), and Jeff Lozon, Revera's president and CEO, says this points to a need for meaningful dialogue and change.

"In 10 years the first of the boomers will turn 75, becoming what I like to call 'super seniors,' and they will expect and demand the choices that matter to them, including more access to home care, more technology, and more ways to stay physically and socially active," said Mr. Lozon. "We need to re-imagine what it will mean to live in a seniors' society, and the implications that may have for a number of areas, including health care, housing, transportation and more. We need a national seniors' strategy to address all of these things cohesively."

Mr. Lozon, who previous to joining Revera was the CEO of St. Michael's Hospital in Toronto and is a former Ontario Deputy Minister of Health, points to the shared prioritization of home care in the Revera survey between boomers and seniors 75-plus as a significant consideration for future health system planning.

"More than half of those surveyed in both groups identified more access to home care as the most important change that has to happen to the Canadian health care system to meet the needs of older seniors," said Mr. Lozon. "As the boomers age, we are moving from a system focused on episodic acute care to one focused on comprehensive care of chronic illness. It's clear that finding ways to get people the care they want, where they want it, when they want it must be front and centre as health care system decisions are made in the coming years."

National Survey Highlights

- Two thirds (63 per cent) of boomers say they are **not confident** that our health care system is able to meet the needs of those 75 years and older, and cite one of their biggest fears about getting older as 'not getting the health care they need'
- Furthermore, 82 per cent of boomers and 70 per cent of Canadians 75 years and older agree Canadian society is failing to respond to the real needs of older people

- 85 per cent say they want a better aging experience than their parents:
 - 67 per cent of boomers say they want to stay active and engaged with family, friends and community for longer and 63 per cent say they want to be more physically active
 - When asked what will be the most important for their future care needs, boomers' number one answer was wanting to be able to choose where they live as they age (64 per cent), followed by receive care at home for as long as possible (52 per cent), receiving care on my own terms (51 per cent) where I want it, when I want it
- To address the challenges faced by those 75+, Boomers and Canadians 75 years and older agree the priorities should be:
 1. Provide access to care and services that allow seniors to stay in their home longer
 2. Provide access to more technology that will help them live independently for longer
 3. Make the health care system easier to navigate
- Specific to Canada's health care system, Boomers (55 per cent) and those 75 years and older (54 per cent) agree that more access to home care is the most important change that needs to happen to Canada's health care system in order to meet the needs of Canadians 75 years and older
- Helping seniors live at home longer goes beyond meeting their health care needs and providing services. It's also about creating an open and accessible community for seniors:
 - 95 per cent of seniors and 93 per cent of boomers say access to buildings, outdoor and public spaces need to be more of a priority for those with limited mobility
 - 99 per cent of seniors also say that regular social interaction is important to aging successfully

Methodology

The survey was completed online from September 21, 2011 to October 2, 2011 using Leger Marketing's online panel, LegerWeb, with a sample of 1563 Canadians in the following age groups: 511 Canadians age 18 to 30, 537 Canadians ages 45 to 64; and 515 Canadians age 75+. A probability sample of the same size would yield a margin of error of ± 2.5 per cent, 19 times out of 20.

About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our 30,000 dedicated employees continually strive to serve a diverse group of clients and to meet their individual preferences. With 258 sites across Canada and parts of the US, we work to enhance lives through our range of leading home health services or in one of our retirement communities, long term care homes, or nursing and rehab centres. Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com.