

DEMAND IS BOOMING

BABY BOOMERS

are turning
65 at a rate of
10,000 a day



43.1 million
2015



79.7 million
2040

92%

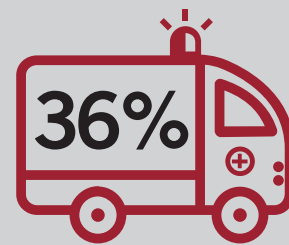


more than 9 in 10 have one chronic condition

77%



nearly 8 in 10 have two chronic conditions



experience some type of disability:
difficulty in hearing, vision, cognition, ambulation,
self-care, or independent living

POTENTIAL NEW PATIENTS + POTENTIAL PRESCRIPTIONS

Persons reaching age **65** have an average life expectancy of an additional **19.3 years**.

Think about what that means for the long-term viability of your business.

2 prescriptions x 12 x 19.2 =

460.8 prescriptions
per person

**Don't leave those scripts on the table—
and don't hand them over to mail order or the big box stores.**

Sources: Administration on Aging, 2012; Center for Disease Control and Prevention, 2012; National Council on Aging, 2014



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