



PUERTO RICO
Health & Insurance
CONFERENCE 2011
"A New Economy in Health Care"

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UNIVERSITY OF MIAMI
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Business Opportunities to Serve Senior Living Sector

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The Residence Senior Living
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- Demographics
 - U. S.
 - P. R.





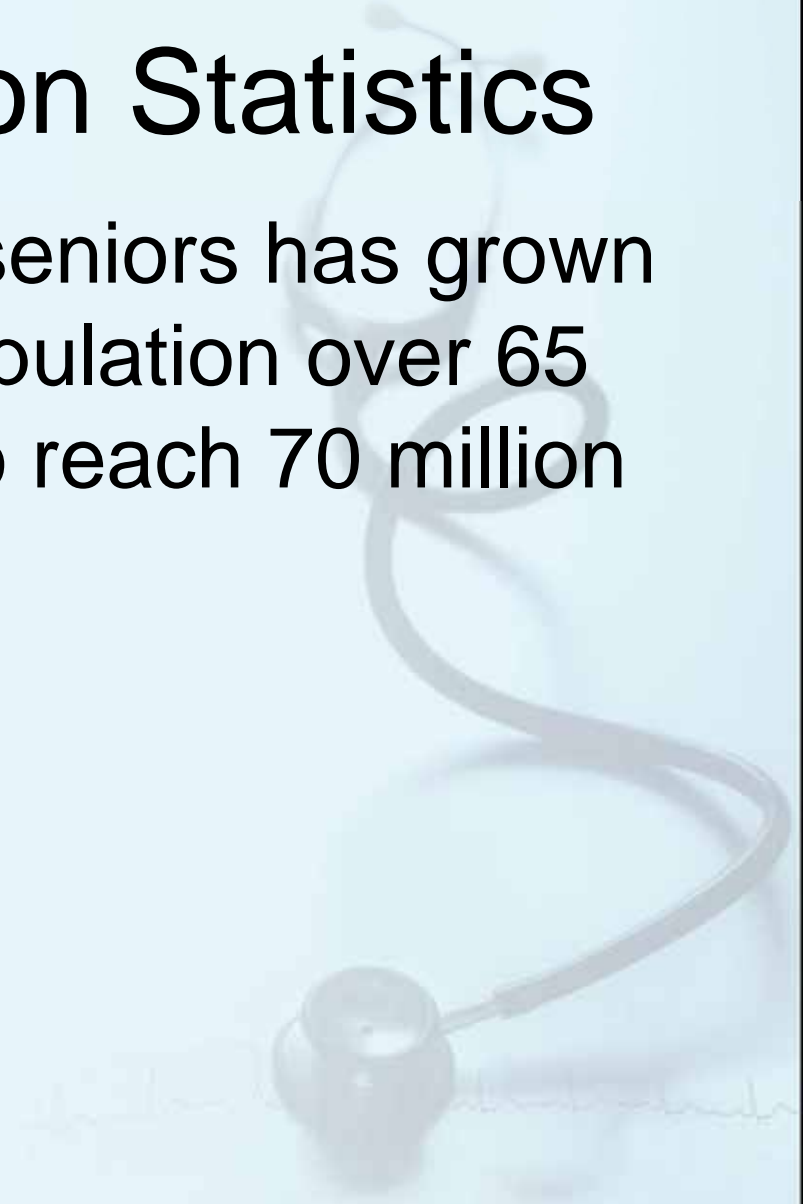
U. S.





General Population Statistics

- The population of U. S. seniors has grown dramatically, with the population over 65 years of age projected to reach 70 million in 2030.





General Population Statistics

- The proportion of seniors age 65+ in the overall population has increased from 4% in 1900 to 13% today, and a projected 20% in 2030



General Population Statistics

- Seniors age 85 and older or the fastest-growing segment of the population, projected to increase from a current 2% to 5% of the population in 2050 – assuming predicted longevity rates prove accurate.
- Medical advances may increase longevity, which would result in additional growth in the senior population.



P. R.





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DEMOGRAPHIC CHAOS

Island population drops, birthrate plummets and the senior population on the rise creates a big challenge to Puerto Rico's economic future

By Francisco Ryan & James Pons pages 10-22





PUERTO RICO BIRTHRATE

2000:

Births per year: 59,460

Deaths per year: 28,874

Fertility rate: 2.03

Male population percentage: 48.14%

Female population percentage: 51.86%

2009:

Births per year: 44,080

Deaths per year: 28,173

Fertility rate: 1.71

Male population percentage: 48.03%

Female population percentage: 51.97%

HEALTHCARE

2007:

Number of hospitals: 85

Projected need in 2010: 130

MIGRATION

2000 – 2009:

Net migration: -297,754 people





Population – Puerto Rico

- The following table details the total population trend for Puerto Rico.

Population	2000	2005	% Change	2009	% Change
Puerto Rico	3,814,413	3,910,722	2.52%	3,967,288	1.45%

**Source: US Census Bureau – American Community Survey

Pero, 2010 Census

Down to 3,725,789 (-2.2% since 2000)



Population Trends (-83,000 since 2000 Census)

- There have been some indications that the overall population numbers for Puerto Rico should decline with the 2010 census. Therefore, the trend for Puerto Rico is anticipated to be for decline.



Population By Age Cohorts

- The following table details the general demographics for Puerto Rico, indicating the 2000 population, the 2005 population and the 2009 population. There is no projected demographic information available through the US Census Bureau for 2015 in Puerto Rico. The demographics were compiled from the American Fact Finder website with the help of the Puerto Rico Planning Board.



Population By Age Cohorts - PR

Age Cohort	2000	2005	% Change	2009	% Change	NAT, AVG, 2005 through 2009, Est.
0-24 years	1,518,548	1,438,358	-5.28%	1,358,647	-5.54%	2.79%
25 -44 years	1,051,043	1,076,844	2.45%	1,084,239	0.69%	-0.99%
45-64 years	816,809	903,522	10.62%	964,999	6.80%	14.57%
65 + years	428,013	491,998	14.95%	559,403	13.70%	8.13%
Total POP (all Ages)	3,814,413	3,910,722	2.52%	3,967,288	1.45%	4.91%



Population By Age Cohorts

- As noted, the changes in population by age cohort for Puerto Rico vary between age cohorts. Puerto Rico has experienced a growth rate above the national average in the 65+ age cohorts.



Business Opportunities Two Areas

- Healthcare services
- Social and Medical Support





Healthcare Services

- Hospitals (Acute)
- Sub Acute
- Skilled Nursing and Long Term Care
- Medical Home Care
- Hospice





Social and Medical Support

- Adult Day Care
- Transportation
- Home Care
- Assisted Living
- Memory Care





Senior Housing Market is Increasingly Complex

- Product Line Diversity
 - CCRCs
 - Independent Living with Services
 - IL/AL Rentals
 - Senior Rental Housing (no service)
 - Assisted Living
 - New Nursing Home Models
 - Age Targeted Communities
 - Active Adult 55+ Communities



Senior Housing Market is Increasingly Complex

- Generational Shift
 - Still serving the G. I. Generation (age 85 o 106)
 - Shifting to the Silent Generation (age 67 to 84)
 - Boomers starting to enter the “re-housing” market (age 45 to 65)



Senior Housing Market is Increasingly Complex

- The generational shift is a challenge for existing communities trying to meet the needs of their residents and at the same time attract younger seniors from the Silent Generation.
- Some providers are busy planning for the Boomers when they are 15 to 20 years away from even considering a retirement community.



Evaluating the Local Market

- Define Product and Target Market
- Site Evaluation
- Market Area Definition
- Demographic Analysis
- Qualitative Interviews
- Competitor Analysis
- Demand Analysis
- Findings and Recommendations





THANK
YOU

