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industry news.

☒ Ten million baby boomers will develop Alzheimer's Disease

The Alzheimer's Association estimates that 10 million baby boomers will develop Alzheimer's disease in the United States, according to their new report, the [2008 Alzheimer's Disease Facts and Figures](#). The new report says the disease is poised to strike one out of eight baby boomers. To read more, go to: <http://www.Itlmagazine.com/ME2/dirmod.asp?sid=9B6FFC446FF7486981EA3C0C3CCE4943&nm=Articles%2FNews&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=91BBB1F0D2F544ADA7AD8DC92E5EF998>

☒ One-third of individual LTCi buyers under age 55

Long-term care insurance has evolved from a post-retirement purchase to a staple of financial planning for those in their 40s and 50s. According to new research just published by the American Association for Long-Term Care Insurance (AALTCI), one third (33%) of buyers of individual long-term care insurance protection in 2007 were under age 55. Younger individuals are not merely buying protection in anticipation of claims in their later years. To read more, go to: <http://www.Itlmagazine.com/ME2/dirmod.asp?sid=9B6FFC446FF7486981EA3C0C3CCE4943&nm=Articles%2FNews&type=news&mod=News&mid=9A02E3B96F2A415ABC72CB5F516B4C10&tier=3&nid=6420D005542049AF9D2CC55A0CAFEA6C>

shop talk.

Felicia Wilson LMSW, LNHA

Building Stress Defenses

Rest, relaxation and sleep are weapons that are useful in reducing or defeating stress. According to the Mind Tools website, the way we live our lives can have a huge impact on the way that we experience stress. Mndtools.com shows how living a healthy lifestyle can help you reduce background stress levels. This makes you more resilient, and means that you can cope with major work stresses more effectively.

This is one part of dealing with intense long-term stress. Other parts involve developing support networks to relieve stress, and adopting enjoyable pastimes to counterbalance the unpleasantness of stress. Adopting a healthy lifestyle means that you can concentrate better and are more energetic in what you do. This is particularly important when you are in challenging or stressful situations. To read more on building stress defenses, go to: <http://www.mindtools.com/stress/Defenses/IntroPage.htm>

trivia time.

How many individuals receive care and services at an adult day center? The first ten correct responses e-mailed to support@patientplacement.com will receive a free gift. Be sure to include your mailing address in the e-mail. Congratulations to: **Linda Golden, Ruth Raymond, Cheryl Dickerson, Jaime Massaro and DaRene Brackner**. They won a free gift for answering the previous trivia question. The previous question was: Wall Street views the Home Health Care market as _____ billion industry as of 2003. The answer was 42.

fast facts

Did you know that:

- There are more than 1.4 million nursing home residents in the United States.
- An individual's average age when he or she moves into a nursing home is 79.
- Women are almost three times as likely to live in nursing homes as men.
- More than 900,000 individuals live in assisted living residences.
- More than 150,000 individuals receive care and services at an adult day center.
- There are more than 1.1 million seniors in some type of senior housing community in the United States.
- There are approximately 745,000 older adults who live in continuing care retirement communities in the United States.
- The average age of an individual moving into a continuing care retirement community is 78.