



New Study Finds That While Aging Seniors Prefer In-Home Care, Most Are Critically Underprepared for Future Healthcare Needs

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Findings show lack of awareness and financial planning for at-home care programs for those aged 50 years or older

BOCA RATON, Fla.--(BUSINESS WIRE)--Jul. 19, 2022-- Cross Country Workforce Solutions Group, a division of Cross Country Healthcare, the nation's leading provider of in-home clinical and non-clinical care for aging seniors, today announced findings from a national survey showing that while most people aged 50-79 years old would prefer at-home care as they age, 91 percent of respondents have not proactively researched the care they may need as they grow older. Further, 34 percent have not thought about their care needs, and awareness of existing managed-at-home care programs, such as PACE (Programs of All-Inclusive Care for the Elderly) and LIFE (Living Independence for the Elderly), was low among the survey respondents. The [study "Aging in Place: Assessing Seniors' Understanding of Home Healthcare Options"](#) found that 80 percent of respondents had not heard of either program.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220719005081/en/>



New Study Finds That While Aging Seniors Prefer In-Home Care, Most Are Critically Underprepared for Future Healthcare Needs. (Photo: Business Wire)

The American healthcare system faces a significant aging population combined with an increase in seniors living with multiple chronic diseases. Medicare enrollment is expected to increase from 66 million seniors to 78 million by 2030,¹ with 85% of

older adults having at least one chronic health condition,² such as heart disease, cancer, and diabetes. Hospitals and health systems will experience unprecedented challenges in delivering quality care and reducing costs, requiring new approaches to keep seniors healthy and avoid costly emergency visits.

"At-home care has proven to provide a better quality of life and outcomes for seniors requiring perpetual care, and it has tremendous potential to relieve some of the burdens our healthcare system will face with today's aging population," said Pamela Jung, president of Cross Country Workforce Solutions Group, a division of Cross Country Healthcare. "We believe that keeping seniors at home for as long as possible is a win-win for patients and the healthcare system."

By 2030, 21 percent of the American population will be at retirement age,³ and seniors are seeking to distance themselves from traditional institutionalized care. According to the "Aging in Place" survey, providing transportation to and from appointments and getting medically necessary care are the two most requested at-home care services. With the average senior collecting \$18,000 annually in social security,⁴ transportation and financial burden create barriers to accessing care, driving more seniors to wait until their condition is severe enough to require emergency medical care. Support services, such as the PACE Medicare program, provide customized care to help ease the overwhelming hospital setting while providing the comforts of home to the patient.

PACE, a state-based program, provides comprehensive medical and social services to elderly participants still living in the community. Most of the participants who are in PACE are dually eligible for both Medicare and Medicaid. Living Independence for the Elderly (LIFE) is another managed care program that provides a comprehensive, all-inclusive package of medical and supportive services.

"Pioneered in California, PACE enables seniors to age with dignity & independence at home in their communities where they want to be with the people they love. It's better, safer, and less expensive than institutional care," said Peter Hansel, Chief Executive Officer of the California PACE Association (CalPACE). "By enrolling with us, seniors receive individualized, integrated care from a team of doctors, nurses, therapists, and aides. These familiar faces know them, their family, and their home. Our personal touch to care is why 92 percent of seniors enrolled in PACE recommend it. With the nation's elder population growing, expanding PACE access is critical to meet care expectations and challenges that come with this demographic change."

Other study highlights included :

- 70 percent of respondents said their preference for care as they get older is to remain at home with support.
- 57 percent of respondents have not considered a budget for what they may need for aged care services and support.
- The time horizon for changing living arrangements decreases with age, with 59 percent of respondents in their 50s expecting a change in 16-plus years and 32 percent of respondents in their 70s expecting to make a change within the next five years.
- The most in-demand managed-at-home-care services were transportation to appointments (45 percent), medical care (45 percent), shopping (36 percent), meal preparation (33 percent), and laundry (32 percent).
- Costs are the most critical consideration in assessing managed-at-home care services, regardless of age (73 percent).

Background checks on the care providers ranked second (66 percent), followed by the skill levels and services available (58 percent).

- Participants reported that the information sources they would rely on for possible managed-at-home care services were friends and family (58 percent), online searches (58 percent), and their doctor (56 percent).

"For many, managed-at-home healthcare provides an alternative to offer more independence while optimizing individual care," said Jung. "It centers healthcare around a person's life rather than centering their life around healthcare. We believe that's the way it should be."

Download the complete study results by visiting <https://www.crosscountryhealthcare.com/aging-in-place>.

About Cross Country Healthcare

Cross Country Healthcare, Inc. (Nasdaq: CCRN) is a market-leading workforce solutions tech-enabled talent platform and staffing, recruitment, and advisory firm with 36 years of industry experience and insight. We solve complex labor-related challenges for customers while providing high-quality outcomes and exceptional patient care. As a multi-year Best of Staffing® award winner, we are committed to an exceptionally high service to our clients and our homecare, education, and clinical and non-clinical healthcare professionals. Our locum tenens line of business, Cross Country Locums, has been certified by the National Committee for Quality Assurance (NCQA), the leader in healthcare accreditation, since 2001. We are the first publicly traded staffing firm to obtain The Joint Commission Certification, which we still hold with a Letter of Distinction.

Cross Country Healthcare is rated as the top staffing and recruiting employer for women by InHerSights. For two consecutive years, we have received the Top Workplaces USA award and were recently recognized as a recipient of the Top Workplaces Award for Innovation and Leadership by Energage. We have a history of investing in diversity, equality, and inclusion as a key component of the organization's overall corporate social responsibility program, closely aligned with its core values to create a better future for its people, communities, and its stockholders.

About the Study

This national survey was conducted with 500 U.S. residents aged between 50 and 79 years who live in a home, condominium, or apartment without paid in-home care. The online interviews were conducted from February 10 to March 2, 2022, by Bredin, an independent market research company located in Boston, MA, using a National Web Panel.

Copies of this study, other news releases, and additional information about Cross Country Healthcare can be obtained online at www.crosscountryhealthcare.com. Shareholders and prospective investors can also register to automatically receive the Company's press releases, SEC filings, and other notices by e-mail.

1 Medicare—CBO's baseline as of March 6, 2020. (n.d.). Retrieved May 16, 2022, from <https://www.cbo.gov/system/files/2020-03/51302-2020-03-medicare.pdf>

2 U.S. Department of Health and Human Services. (n.d.). Supporting older patients with chronic conditions. National Institute on Aging. Retrieved May 16, 2022, from <https://www.nia.nih.gov/health/supporting-older-patients-chronic-conditions#:~:text=Approximately%2085%25%20of%20older%20adults,conditions%20is%20a%20real%20challenge>.

3 Scommegna, P. (n.d.). Are baby boomers healthy enough to keep working? PRB. Retrieved May 13, 2022, from <https://www.prb.org/resources/are-baby-boomers-healthy-enough-to-keep-working/>

4 Social Security Basic facts. (n.d.). Retrieved May 17, 2022, from <https://www.ssa.gov/news/press/factsheets/basicfact-alt.pdf>

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