
SPECIAL REPORT

Something BIG Is Coming And It Has A Name: *The Silver Tsunami*



Shortly after WWII, as GI's returned home from the war, a massive wave of influence was started as an explosion of child births began. So huge was this explosion that it was deemed the "Baby Boom!" Anyone involved in advertising, marketing or any retail business knows the impact that these "Baby Boomers" have created, as anything they needed or desired became a booming business. Well, this influential group of people are not babies any more! In fact, they are in their mid-forties, mid-fifties and mid-sixties and are about to unleash what is expected to be their biggest impact on business since their births; ***The Silver Tsunami***.

Baby Boomers have been responsible for most of the major business trends over the last 50 years and right now is no exception. As they enter into their older years, health has become one of the most important concerns for this group. The effects of time have taken their toll and now the Boomers are looking for ways to maintain good health, enjoy a high quality of life and extend their life expectancy.

Unfortunately, the medical industry has not sufficiently prepared for this massive influx of new seniors, so many of the aging Boomers are seeking alternative ways to find good health and vitality. The U.S. Census Bureau projects the number of elderly Americans will nearly double to 71 million by 2030, leaving one physician trained in geriatric care for every 7,665 seniors. "The first ripples of the silver tsunami are lapping at the shores of our country, but there is not a coordinated or strategic response taking place in America," said Richard Besdine, who is director of the geriatrics division at Brown University medical school in Providence, Rhode Island, and past president of the American Geriatrics Society.

Geriatrics has never been a field of choice for young doctors. Elderly care doctors are paid less than most other physicians and surgeons and the aged can be hard to treat. They have complicated medical histories and their ailments, even such routine illnesses as pneumonia, can be more difficult to diagnose because they may be masked by other conditions. Also, drugs can affect them differently than middle-aged adults.

The impact that the aging Baby Boomers will make is expected to have explosive results in Health and Wellness Industry. The skyrocketing prices of medical care and prescription medication and the uncertainty of the effectiveness is prompting the Baby Boomers to seek out unexplored options for good health. Many Americans have begun to steer away from conventional medical approaches and instead are experimenting with a more natural approach. Holistic healing and naturopathic medicine are becoming more widely accepted and, in many cases, the preferred method for maintaining a healthy lifestyle.

Many of the aging Boomers have decided not to follow in the footsteps of their parents as it pertains to health care. Instead of medical doctors, countless prescriptions and the doctrine of "Western Medicine", they are prescribing to a more natural approach that involves understanding the body, identifying and addressing the root cause of disease and discomfort and making lifestyle choices that will lead to the good health they desire, much like the philosophy of "Eastern Medicine".

Entering into the last stages of being the most influential generation in the history of modern civilization one thing is certain, the Health and Wellness Industry is about to explode as the Boomers final impact on business is shaping up to be their biggest.