

# The Long Term Care Market: Nursing Homes, Home Care, Hospice Care, and Assisted Living

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## Abstracts

The advancing age of the population makes long-term care an important consideration for health marketers. This report, The Long-Term Care Market: Nursing Homes, Home Care, Hospice Care, and Assisted Living covers the most important segments of the long term care industry, each of which provide medical care and/or assistance with the activities of daily living (ADLs) on an ongoing basis:

Nursing care;

Home care;

Hospice care;

Assisted living.

Kalorama Information publishes its fourth edition of this detailed report on the long term care industry at a time of growth but also increasing concern, particularly about payments, for the long term care industry. The elderly must contribute a far greater amount towards care out of pocket than was once the case. The economy has challenged the business strategies of key players, while the recent healthcare legislation introduces changes that may affect revenues. These twin challenges are addressed in The Long-Term Care Market: Nursing Homes, Home Care, Hospice Care, and Assisted Living The report provides an in-depth examination of the market for long-term care today.

Although a small segment of long term care users are younger individuals with various

mental and physical disabilities, most persons using long term care services are senior citizens. This population will also drive industry growth over the forecast period. Therefore, this report will focus on the elderly as the primary customers of long term care services. For each of the segments of long term care the report provides:

Market Size and Forecast

Number of Facilities/Providers and Growth Trends

Patient Statistics

Forms of Payment and Reimbursement Levels

Trends Affecting the Marketplace

Competitors and Competitive Analysis

Sales estimates for each market segment represent U.S. revenues and are expressed in current dollars. Estimates are provided for the historic 2005 to 2009 period and forecasts are provided through 2015. As part of the report's analysis of the state of the industry, the report covers the following issues and trends discussed in the report include:

Medicare & Health Care Reform

Patient Dumping

Quality of Care

Federal Quality Improvement Initiatives

State Quality Improvement Initiatives

Legal Actions

Safety

Aging of the Population

Marital and Living Arrangements

Geographic Concentrations

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