

The Home Modifications for Accessibility Act • HR 7676

Why?

What it means?

How you can be involved?

Positive Aging Community

June 8, 2022



agenda

- What is it
- Why is it important?
- What are the benefits?
 - For whom
- What can you do?
- Q & A



What is Aging in Place?

- The ability to decide where you will live and have it stick
- The CDC says- The ability to remain in the home of your choice safely, independently, and comfortably regardless of age, income, or ability level
- Academics say: Increasing frailty without residential relocation

- **What isn't aging in place?**

- Forced moves from the home of your choice due to foreseeable changes in your health





NATIONAL POLL ON HEALTHY AGING

UNIVERSITY OF MICHIGAN

January and February 2022

The majority of adults age 50–80 (88%) felt it is important to remain in their homes for as long as possible (62% very important, 26% somewhat important), and 12% rated it not important.



People want to age in place

- Control of your environment, who comes when, when and what you eat, and love for your home and the choices you make...
- Not the home of many years, but the home and place you choose
- People will age in place because there are so many of us
- Large number of much older than ever before



Longevity is New.
Our institutions are old.
US Life Expectancy



- 1776 - 32
- 1900 - 47
- 1935 - 61
- 1950 - 
- 1965 - 71
- 1969 - 
- 2000 - 76
- 2011 - 79
- 2016 - ~79



The timing is right

- Covid put the spotlight on the home
 - 'Senior Housing' is not always safe
 - Telehealth has become mainstream
 - Our homes are now offices, schools and care sites
- Cements that more care will occur in homes





"More money and less stress — that's hard to beat."

INVEST WITH THE BEST

INNOVATION

UMass Memorial Health Hopes to Grow Hospital-at-Home Program Tenfold in the Next Year

By Andrew Donlan | June 9, 2021



"More money and less stress — that's hard to beat."

INVEST WITH THE BEST

INNOVATION

The SCAN Group Invests in MedArrive, Expects 'Explosive Growth' in Home-Based Care

By Andrew Donlan | August 24, 2021

Two major stakeholders—**Kaiser Permanente** and **Mayo Clinic**—have invested a total of \$100 million in **Medically Home**, a company that provides resources for hospital-at-home care.



Falls steal dreams!

Falls cost \$50B annually
Individual falls cost \$30K
Often start the decline



36 million older Americans fall annually
Resulting in 32,000 deaths
Commercial crashes result in less than 300 deaths
Falls equal MORE than a 747 going down once a week!

Medicare and Medicaid shoulder 75% of these costs.

American houses are not designed to support older folks or their caregivers.

They are not equipped with the needed safety features – such as entryways without stairs, wider doorways, and updated bathrooms and kitchens.

Fewer than 3-5 % of homes have basic accessibility features.



None of of us plan very much

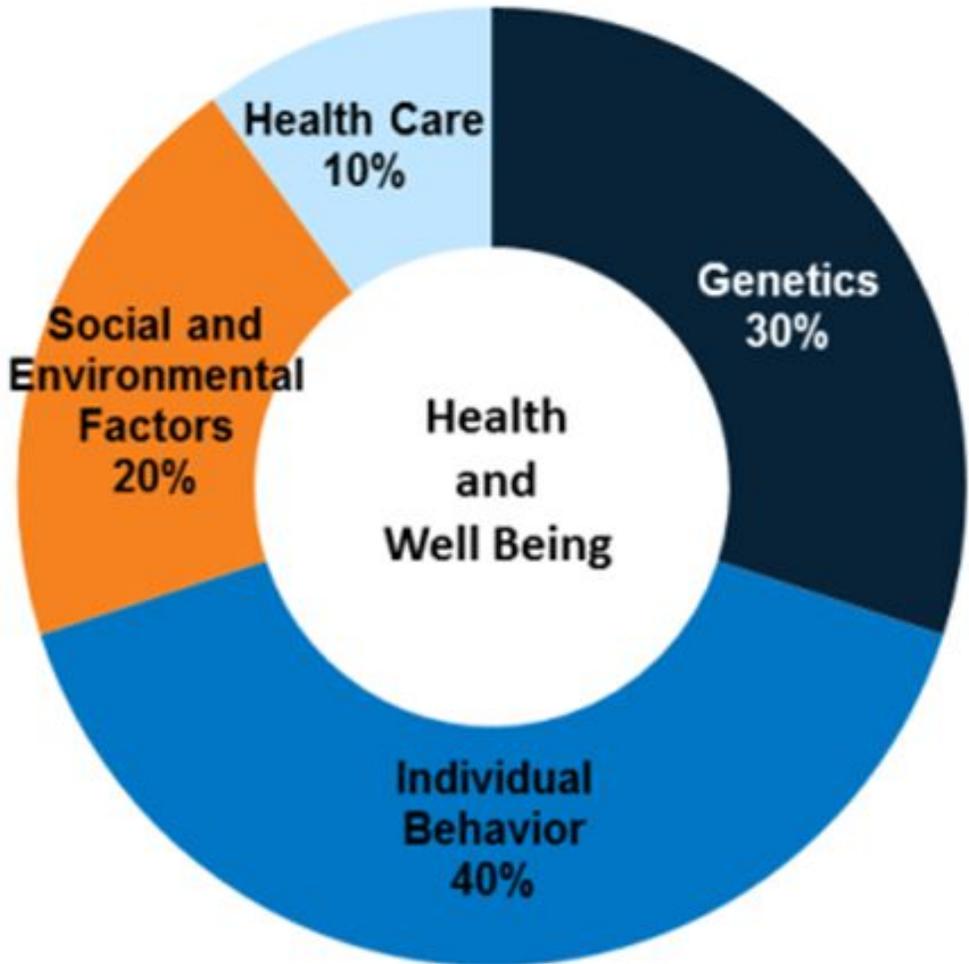
We really have trouble imagining the future and our place, role in it

Especially when the image is unpleasant...like frailty, being a burden on neighbors and children etc

So encouraging people to prepare for that has not worked at all



Social Determinants of Health (SDOH)



The Impact of Un-Safe Homes With the Advancement of Technology

1. If I can't get down the stairs to open the door for Instacart, Instacart still can't deliver my groceries.
2. If I can't take my wheelchair over the front step out of my home, I can't make it to my driverless car.
3. If I can't make it safely to the medicine cabinet, I can't take the medicine Alexa reminds me about.
4. If I have a fall sensor inside an un-accessible home, I can't prevent falls—I can only alert someone about them after they've already happened.



Which lead me to what is now HR 7676

Policy impacts behavior change \$.05, solar, hybrids, etc.

People think there should be justice around aging issues..leading us to the premise of my not for profit:

It is fundamentally unjust to continue medical miracles that add years to lives without also having homes to live those lives joyfully with dignity.

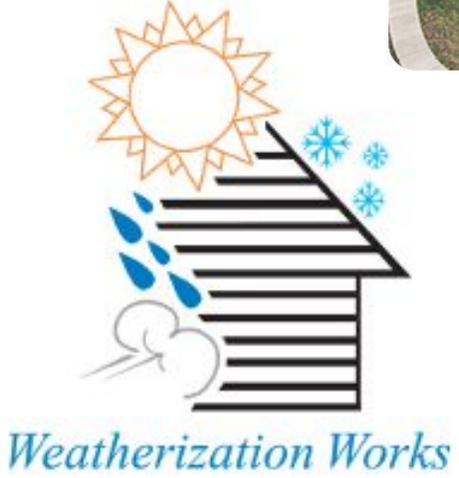
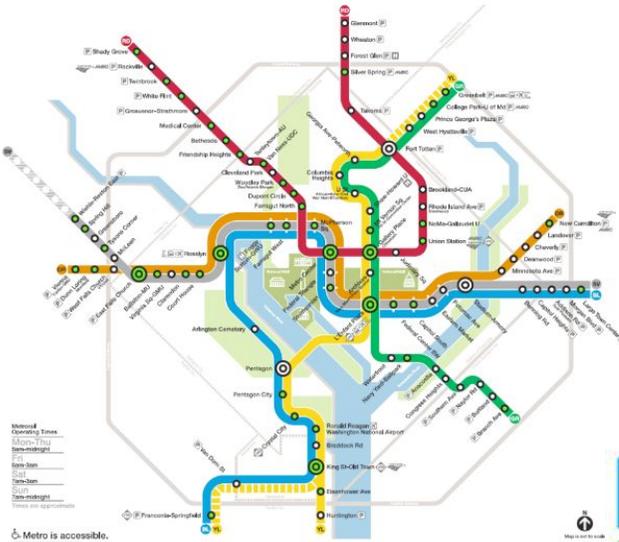
People think the govt 'we'; should do something. AND if there is a govt program, a rebate of some kind, heck they will take advantage



- **NUDGE.** Much of the behavioral economics research shows that that size of the nudge is less important than the fact of the nudge and the way it is communicated. The 5 cent bag fee has had an enormous impact in behavior.
- In terms of communications, fairness and societal responsibility (govt) both get very good responses on aging issues rather than individual fear or responsibility. These get very little buy in.



Policy impacts EVERYTHING

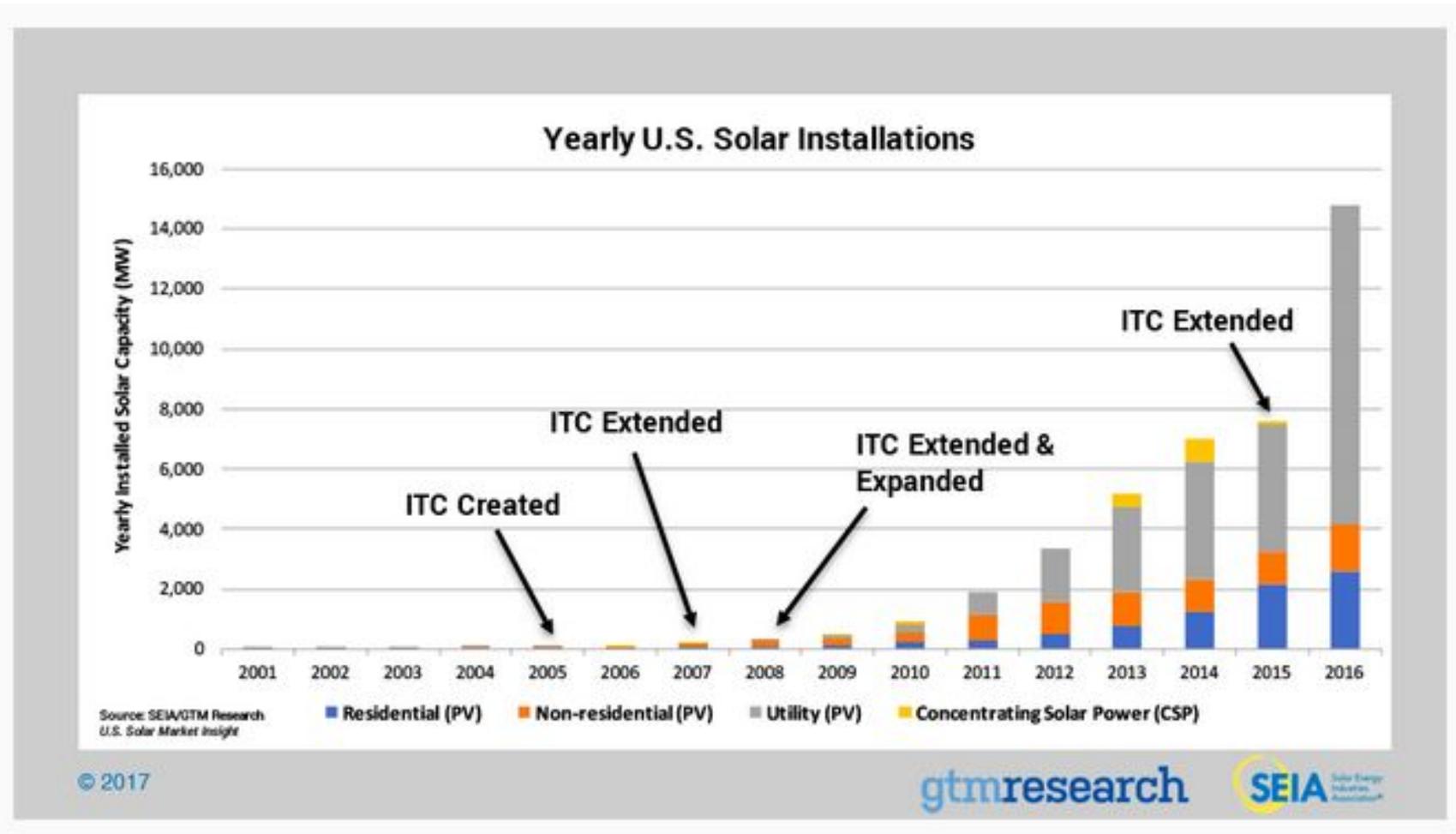


Financial incentives work



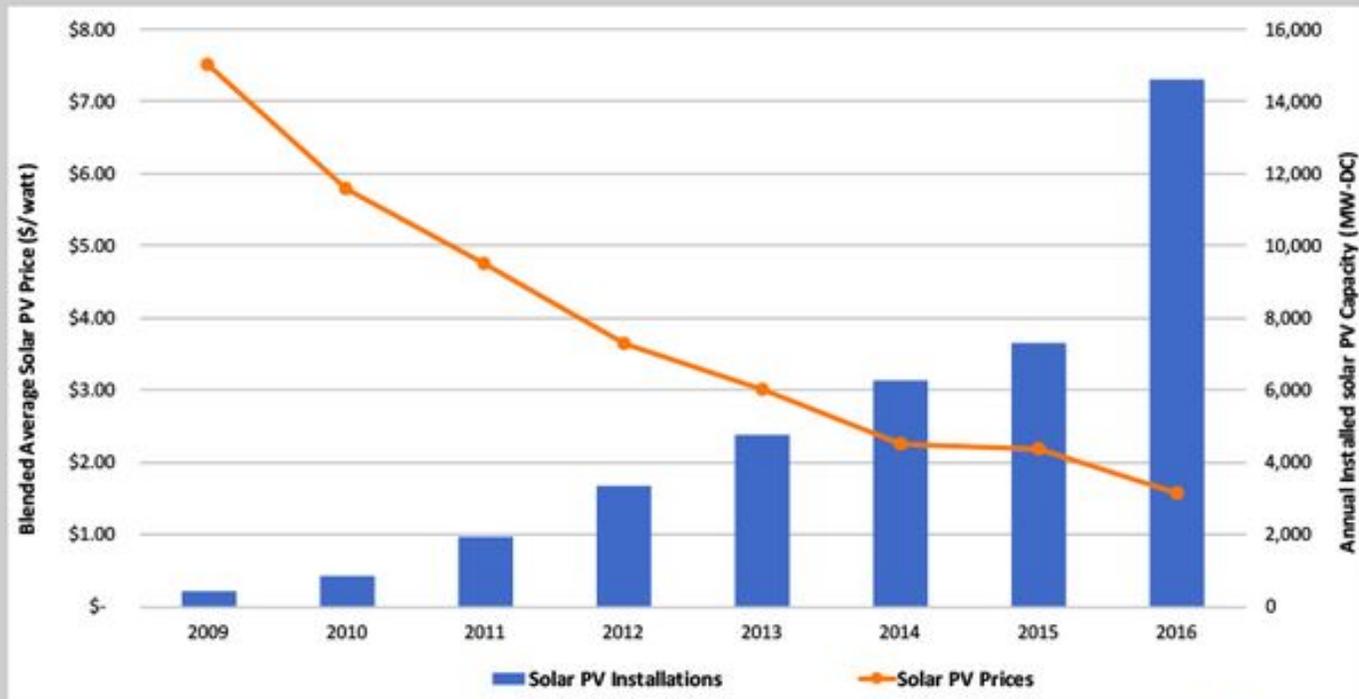


Solar growth follows Investment Tax Credit



Growth in Solar is led by Falling Prices

The cost to install solar has dropped by more than 70% since 2010, leading the industry to expand into new markets and deploy thousands of systems nationwide.



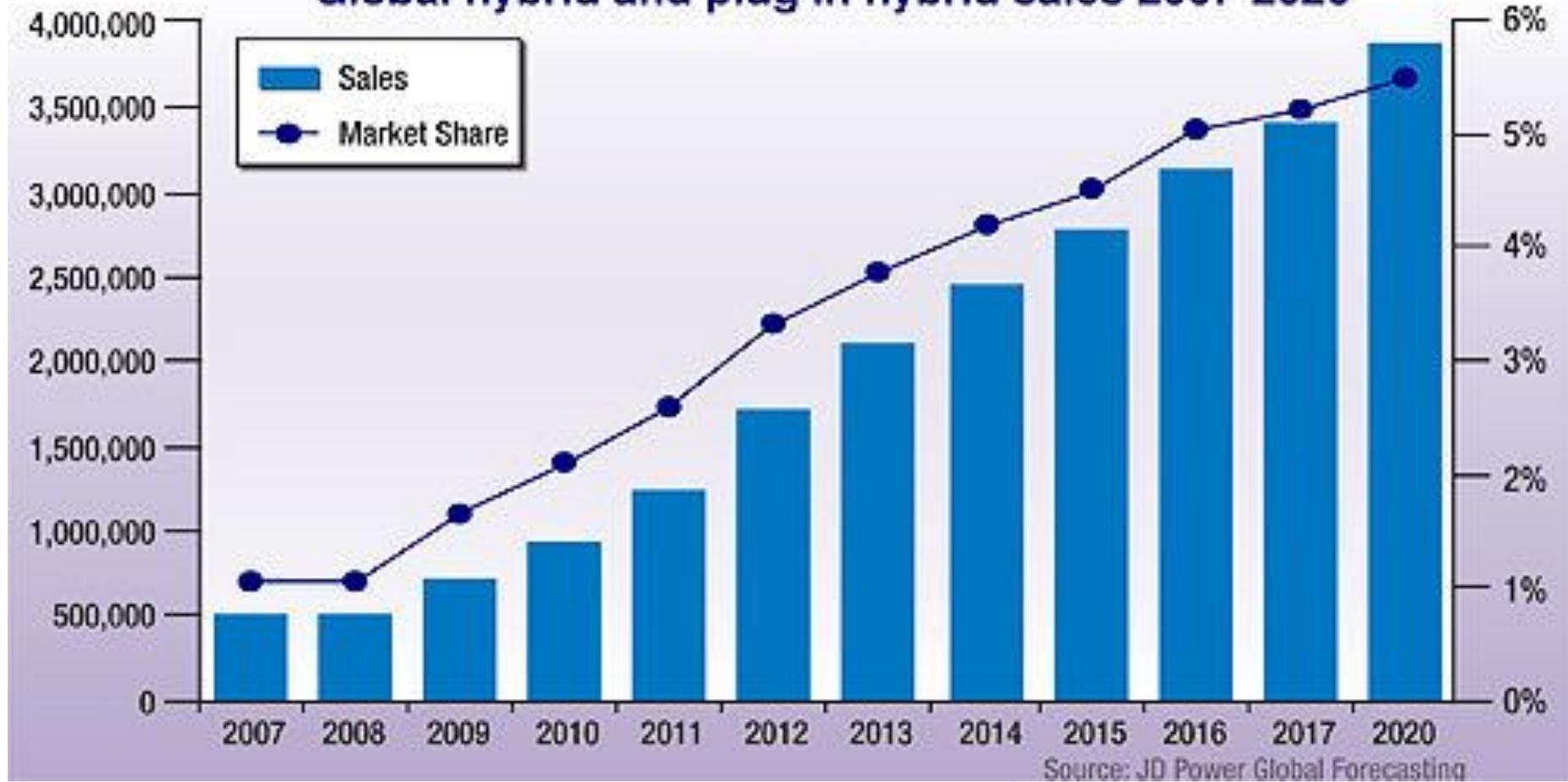
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gtmresearch

SEIA
Solar Energy
Industry Association



Global hybrid and plug in hybrid sales 2007-2020



The Home Modification for Accessibility Act (H.R. 7676).

For those less than < 59.5 no penalty for early withdrawal

Eligible expense can be deducted from your income, thus lowering taxes

This is above the standard deduction

That also means reduced taxes for those over 72, subject to the rmd

Projects will cost consumers an average of 20% less

For older citizens, the lost tax revenues would be balanced by cost savings from reduced falls, in addition to shorter or eliminated rehab stays



Features of the current bill

Pointedly not geared to aging, frailty or avoiding dependence

Not about eligibility, not entitlement for people of a certain age or with health problems or disabilities

Accessibility techniques will become the norm in building and remodeling

A foot in the door for other funding mechanisms for those with out retirement savings and other sources



Customized Business Case



To get your copy go to <https://www.homesrenewed.org>



Why is proactive so important?

- In order to be cost effective, avoiding falls, is key
- Home modifications tied to poor health, mobility problems, discharge, etc. do not capture the value of prevention
- This also works because, You need it before you need it, and once you need it ..it is too late to do it well in a time fashion
- Accessibility techniques will become the norm in building and remodeling





The Purple Tag™ - Changing the Narrative

- The Purple Tag will identify products that are eligible for incentive-backed cost savings.
- Modeled after Energy Star labels which are known to motivate consumers
- *1/3 of remodeling, over \$130B, already spent by consumers over 50*
- Changes the conversation from ‘prepare because you are old, and will become frail, and a burden to you children or neighbors’ to less expensive to remodel your home”





Air bags and back up cameras were both expensive options in luxury cars



Became required once their safety value was proven

Where are we now?

2 cosponsors, bi partisan

Also now targeting senate finance

May attach this year

Need more cosponsors:

grasstops your contacts please

grassroots, your networks, please

Some urgency...running for governor

Join the coalition



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The power of older Americans

- Consistent voters and attentive to issues
- Yet we don't coalesce around topics of shared interest
- The power of older Americans as grass roots influence needs to be organized so it can be tapped!



The power of older Americans

- TOGETHER we have the power to move ideas into action. The more members, the more our voices will be heard on Capitol Hill.
- We can empower older adults as the grassroots political force they can be because of the size and recognized voter regularity of this demographic.
- This bill is a catalyst for an organized, powerful grass roots political force
- We can have CLOUT!



The HomesRenewed Coalition is "Putting the Home in Home Care."

Join HomesRenewed Coalition

HomesRenewed™ Coalition

WHY UPDATE HOMES?

STRATEGY ▾

COALITION ▾

WHO WE ARE ▾

HOMESRENEWED RESOURCE CENTER

BLOG AND RESOURCES ▾

Home > Commitment Levels and Benefits

Join the HomesRenewed Coalition Today

Be at the Vanguard of the Aging in Place Industry

As a member of the HomesRenewed Coalition you will join leaders and influencers from across the diverse business sectors that make up the Aging-in-Place Industry: builders and remodelers, manufacturers and distributors; healthcare and homecare agencies and advocates; long-term care insurance industry; technology companies; home medical equipment manufacturers, distributors and installers; hospitals and other health care providers; communities; and, other community service providers.

Together, we are growing the market for home modification products and services that make houses accessible and safe for those aging in place and the people who care for them. You will have a seat at the table as legislators and



What can you do?

- Help us find more cosponsors
 - Put us in touch with the right reps and senators- GrassTops
 - Ask your networks to write to their reps and senators- GrassRoots
- Join the coalition and encourage others to do so
- See older consumers as a political force around more issues and interests. *Adapt our model - evidence and nudges*



The Home Modifications for Accessibility Act HR 7676

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Questions or Comments

