

Report of Findings

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More than 20 years ago, two innovative Minnesota Nurse Practitioners had a vision of the future that would eventually change the model for health care coordination nationwide and internationally. Through their years of care experience, they noticed that many people who entered nursing homes had difficulty seeing their primary care physicians regularly, making it harder for families to coordinate their care. As a result, nursing home residents were often in and out of hospitals and emergency rooms at great physical, emotional and financial cost to them and their families, and increased costs to the health care system.

The Solution was Evercare.

By assigning a Nurse Practitioner to every Evercare member, these neediest Medicare beneficiaries now had someone on their side – a trusted partner who helped coordinate their care by collaborating with doctors, nursing homes and the families. This personalized, compassionate care is known as the Evercare Care Model and today, Evercare Nurse Practitioners and Care Managers are still at the heart of what we do.

Focusing care back on the individual needs of members, Evercare has applied its pioneering Care Model to not only people in nursing homes, but also to serving people who live independently at home or have special needs, such as those who have chronic illnesses or disabilities. By personalizing our members' care, Evercare has become the health care coordination program of choice for hundreds of thousands of people in 38 states through Medicare and Medicaid health plans.¹ The Evercare Care Model is also seen in a special program delivered through employers nationwide which provides more than 500,000 working caregivers access to support services.

Today, Evercare is one of the largest care coordination programs for individuals living with disabilities, long-term or advanced illness. Founded in 1987, Evercare serves members nationwide through its health plans for people in nursing homes and assisted living, hospice and palliative care and provides services to support family caregivers.

Evercare is part of Ovations, a division of UnitedHealth Group (NYSE:UNH) dedicated to the health care needs of Americans over age 50. For more information about Evercare, visit AboutEvercare.com

¹ Evercare Membership Source ending January 31, 2008

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Background and Objectives

Evercare first surveyed centenarians in 2006 to provide insight into one of the fastest-growing segments of the population. According to the U.S. Census Bureau, there are more than 84,000 centenarians in the United States today, and that number is projected to increase seven-fold to 580,000 by 2040. Since Evercare serves approximately 1,000 centenarians today, the company conducts this annual survey to bring greater awareness and education to the keys to living longer. The survey also provides an upbeat perspective on Older Americans – erasing some common perceptions around aging as well as showcasing how physical, mental and emotional well-being, when practiced properly, can prevent multiple chronic illnesses and thus, contribute to greater longevity. Most of the scientists and the medical community believe that longevity is based 20 percent on genetics and 80 percent on lifestyle choices.

This anecdotal survey of our cherished Older Americans is meant to provide a cultural snapshot of the lives and lifestyles of those who achieve and surpass the 100-year-old milestone through their actions – social networking, staying connected to world and current events, and health and wellness choices. As part of UnitedHealthcare, our mission is to help people live healthier, longer lives. By conducting this annual Evercare 100@100 Survey™ we uncover the secrets of the centenarians – those “life lessons” on how to age successfully from those who know it best – our “young at heart” centenarians.

This 2010 poll supplemented the telephone responses of **centenarians** with an online survey of **college seniors** to identify the sometimes surprising similarities – as well as striking differences – between these two groups of “seniors.”

Research Firm

GfK Roper Public Affairs & Media is a division of GfK Custom Research North America. The division specializes in customized public opinion polling, media and communications research, and corporate reputation measurement -- in the U.S. and globally. Headquartered in New York, GfK Custom Research North America is part of the GfK Group, which is among the top-five market research organizations in the world.



Methodology

GfK Roper interviewed 100 centenarians (ages 99 and higher at the time of the interview) by telephone between March 22 - April 1, 2010, obtained from a non-probability sample of older Americans. The poll did not include older respondents whose potentially frail condition would not allow them to participate in a telephone interview. Therefore, the responses from these centenarians should be interpreted as being indicative (not statistically representative) of the views of healthy and articulate Americans in this age range.

GfK Roper also conducted a total of 1,002 online interviews between March 22 – April 2, 2010 with U.S. residents age 20-22 who expect to graduate from a 4-year college or university in 2010.

Snapshot of These Centenarians

Health, Wellness, Lifestyle:

- 74% felt prepared to reach the age of 100 years old
- 47% say that lifestyle choices are the key to longevity
- 76% believe it is more important to maintain a healthy attitude than a healthy weight
- 32% regularly eat organic food
- 62% pray, meditate or engage in a “spiritual” activity daily
- 17% currently do some type of volunteer work

The Economy:

- 48% say that the recession has not impacted their ability to continue living out their retirement/end of life plans
- 30% think the current recession is at least somewhat more severe than even the Great Depression

Staying Connected:

- 12% have listened to music on an iPod or similar device
- 11% have watched a video on YouTube
- 8% sent a text or instant message
- 5% used TiVo to watch a TV program later
- 1% have used Nintendo’s Wii Fit

Pop Culture:

- Betty White (57%) edges out perennial favorite Bill Cosby (55%) as top dinner guest pick
- 57% would not invite Tiger Woods to dinner, as opposed to the 2008 poll where he was the #2 dinner pick
- 55% know who Taylor Swift is, and 53% know about Kanye West
- 28% think parents do the most “good” in our society

Similarities & Differences of Centenarians and College Seniors

“You say tomato and I say tomata ...”

Similarities

- **Making good health choices:** Both groups agree that senior citizens do a better job than college students of taking care of their health
- **Social butterflies:** Large majorities in both groups think that it is more important to maintain an active social life than an active sex life as you age
- **Leaving a legacy:** A sizeable number in each group would like to be remembered as good parents, while good employee and good boss are less important to both groups
- **Girl Power:** Two-thirds or more of these centenarians and college seniors agree that women volunteer more than men

Differences

- **Home or away:** If they only had six months to live, many of these centenarians would use that time to make things easier on their family, while college seniors would take a trip to see somewhere they have always wanted to go
- **Good night, sleep tight:** More of the centenarians polled say they get a full eight hours or more of sleep every night versus the more than half of college seniors who say they do not get a full eight hours or more
- **Goodie Goodie:** In addition to parents, these centenarians think spiritual leaders do the most “good” in our society, whereas college seniors give this honor to teachers
- **Depression vs. Recession:** Compared to these centenarians, the college seniors seem to be feeling the effects of the “Great Recession” with two-thirds saying they fear the job market after graduation and just under half who say the stress and anxiety of the recession has made them less healthy

Key Findings



**“If I could leave any message, never stop learning. Period. That’s it,”
said Evercare member and Maryland-based Centenarian Maurice Eisman.**

Staying Connected: Health, Wellness, and Community

Staying active, taking care of body and soul, lifestyle choices – all contribute to living longer.

On the Move

- These Centenarians do the following at least once a week to stay healthy:
 - 41% walk or hike
 - 32% do gardening
 - 32% eat organic food
 - 6% practice Tai Chi, yoga or meditate
 - 5% play a sport such as basketball, tennis, baseball, or soccer
 - 4% ride a bike
 - 2% run

Take care daily

- These Centenarians' daily routine includes:
 - 82% talk to/communicate with a friend or family member
 - 75% eat nutritiously balanced meals
 - 75% get 8 hours or more of sleep
 - 72% laugh or giggle

Longevity is in the choices

- **47%** of these Centenarians and **36%** of College Seniors believe that lifestyle choices contribute more to living longer than genetics do
- **13%** of these Centenarians said both equally play a role while **60%** of College Seniors think this is the case

Staying Connected: Health, Wellness, and Community

Living to 100.

Be prepared and take care

- **74%** of these Centenarians report being prepared to reach the age of 100, while slightly more College Seniors at **77%** feel they will be ready for their 100th birthday
- **84%** of these Centenarians think senior citizens take better care of themselves than college students and **74%** of College Seniors agree
- More than half of these Centenarians and College Seniors see **medical breakthroughs** such as polio and small pox vaccines and artificial limbs as the most important thing that has happened in the last 100 years
- Majorities in each group agree that it is more **important** to maintain **mental health** as you age, but majorities in each group admit that it is **harder** to maintain **physical health**
- College Seniors think it is more **important** to maintain a **clear conscience** than a clear memory and these Centenarians were split between a clear conscience and a clear memory, but both feel it is more **difficult** to maintain a **clear memory**
- With chronic illness, **26%** of these Centenarians think researchers will find a cure for Cancer, while **26%** of College Seniors believe Diabetes will be cured first

Staying Connected: Health, Wellness, and Community

Giving back can make you healthier and happier.

President's Call To Action for Volunteers – Heard Across the Lifespan

- **17%** of these Centenarians report they **currently** volunteer to help others in their communities and **71%** of College Seniors report lending a helping hand as well

Serving your community, your country, and yourself

- **68%** of these Centenarians and **66%** of College Seniors strongly agree that volunteering can help create a stronger, healthier America
- **66%** of these Centenarians and **70%** of College Seniors strongly agree that volunteering is an important service to your community
- **67%** of these Centenarians and **57%** of College Seniors strongly agree that volunteering makes people happier

Staying Connected: Technology

One key to longevity is staying engaged with family, friends, and current events.

The Silver Hairs Love “Silverware”

- **12%** of these Centenarians listened to music on an iPod or similar device
- **11%** of these Centenarians have watched a video on YouTube
- **8%** of these Centenarians have sent a text message or instant message
- **5%** of these Centenarians have used TiVo to watch a TV program later
- **4%** of these Centenarians said they have used Google
- **2%** of these Centenarians have used Facebook
- **1%** of these Centenarians have used an online dating service
- **1%** of these Centenarians have used an “app” on an iPhone or similar device
- **1%** of these Centenarians have tried Nintendo’s Wii Fit

Staying Connected: The Economy, The Workplace, The Home-front

The Economy is Top-of-Mind with Americans Across the Lifespan.

Great Depression or Not?

- **30%** of these Centenarians are inclined to think that the *great recession is much more or somewhat more severe than even the 1930s Great Depression* that hit when they were young adults while only **17%** of College Seniors report the same

Youth Are Feeling the Impact on Their Current Life Situations

- **19%** of these Centenarians say the recession has caused them stress or anxiety that has made them feel less healthy, whereas **46%** of College Seniors feel their health has been similarly affected

Controlling the Future

- **35%** of these Centenarians report that the recession has impacted their ability to live out their retirement and **69%** of College Seniors believe the economic downturn will impact their ability to find a job upon graduation

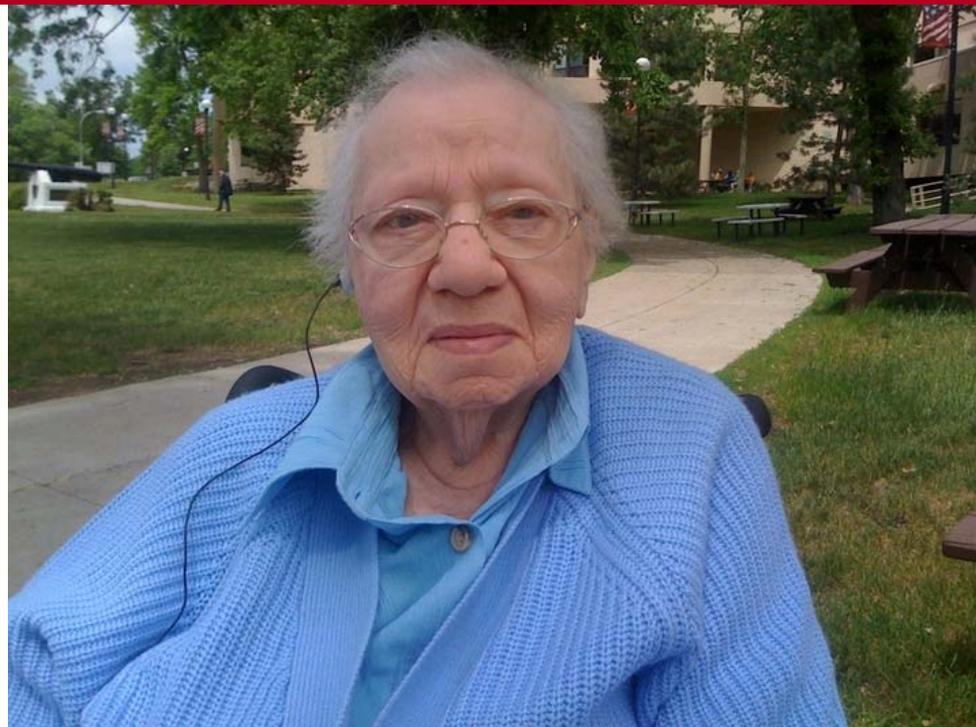
Staying Connected: Pop Culture

These Centenarians are staying on top of “newsmakers” with Betty White being the top choice for a dinner guest.

Guess who’s coming to dinner? Cosby wins again among College Seniors, but Betty White takes the lead among these Centenarians

- Similar to last year’s survey, **Bill Cosby** scores the majority of votes among College Seniors (**72%**) while these Centenarians would prefer to invite **Betty White** to a family dinner (**57%**), ending Cosby’s two year winning streak. Still, **55%** of these Centenarians would invite him home for a family dinner placing him in a close second
- College Seniors are next likely to invite **Brad Pitt** over (**69%**), whereas **43%** of these Centenarians do not know who Brad Pitt is
- Perhaps based on his current woes, **57%** of these Centenarians and **54%** of College Seniors **would not** invite **Tiger Woods** to a family dinner – even though he was the #2 dinner guest pick in the 2008 poll. This is not out of ignorance, **96%** of these Centenarians and **95%** of College Seniors know who Tiger Woods is

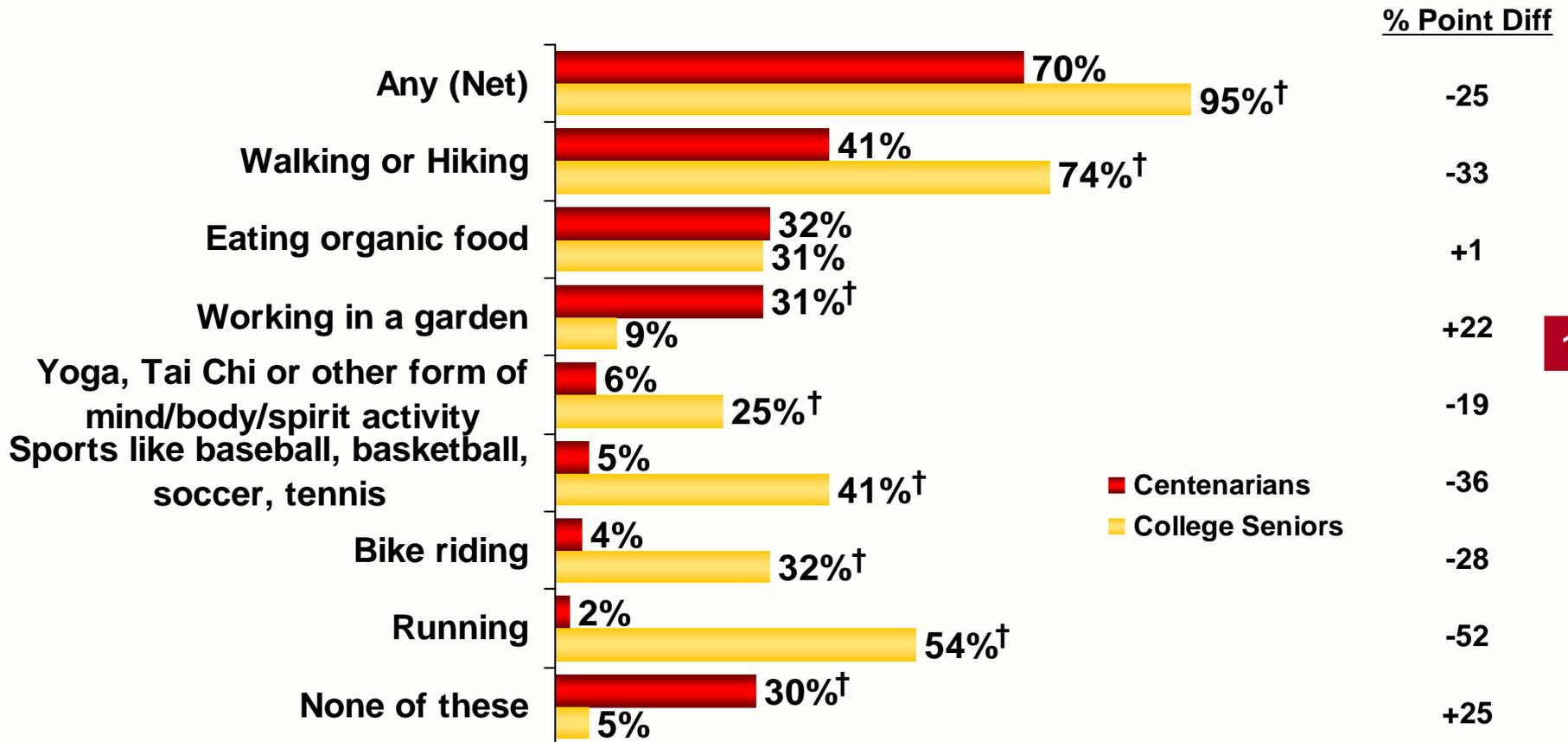
Detailed Findings



**“I think everybody should have something to say in what’s going on in their life and not just take everything for granted,”
said 101-year-old Evercare member and Minnesota resident Marie Keeler.**

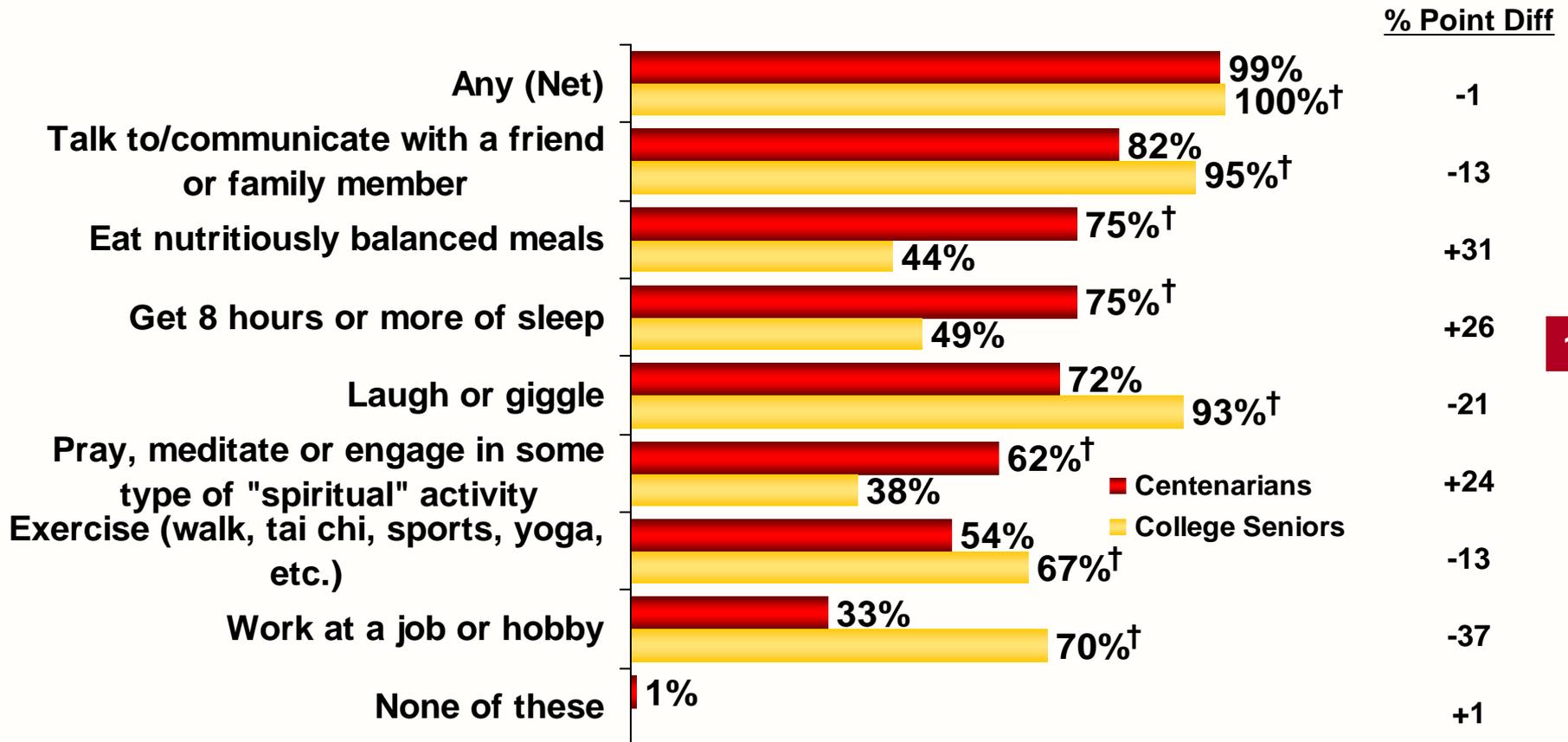
Health, Wellness, and Community

**Q1: Which of the following physical activities do you do regularly to be healthy?
By regularly, we mean at least once a week.**



Health, Wellness, and Community

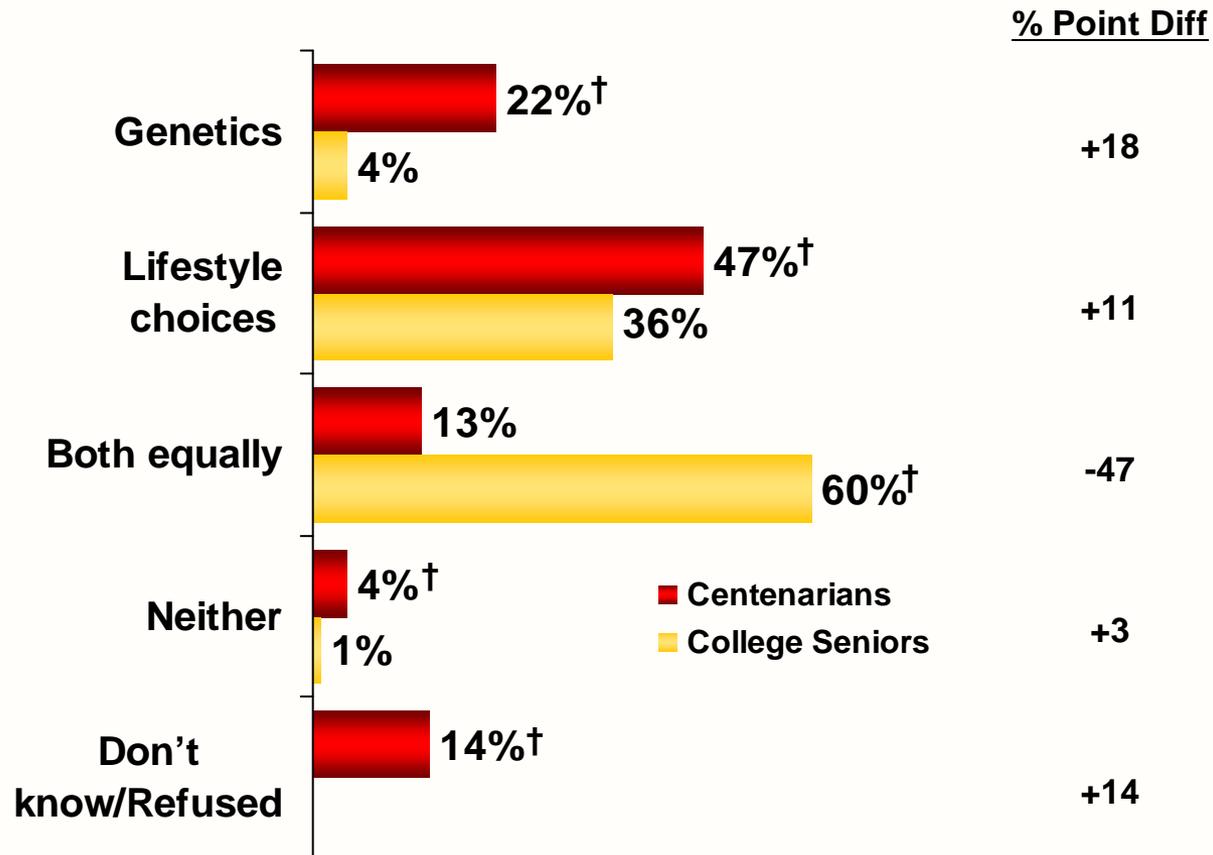
Q2: Which of the following do you do EVERY day?



17

Health, Wellness, and Community

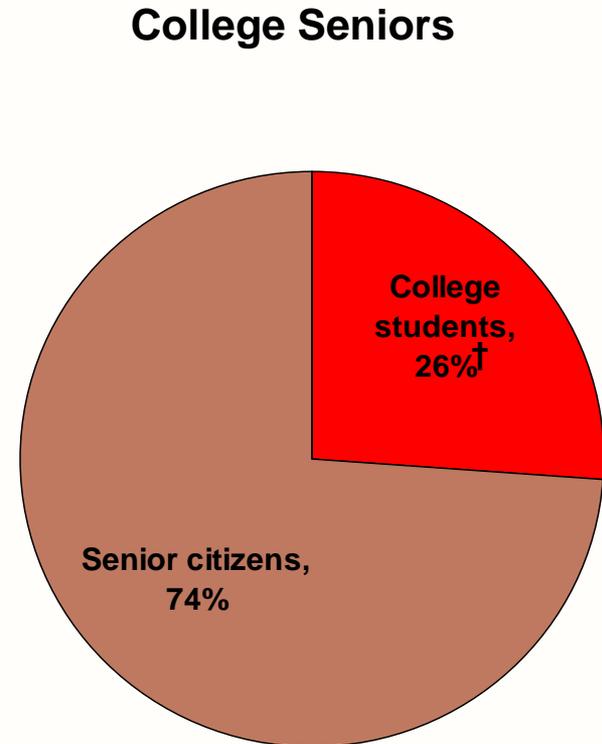
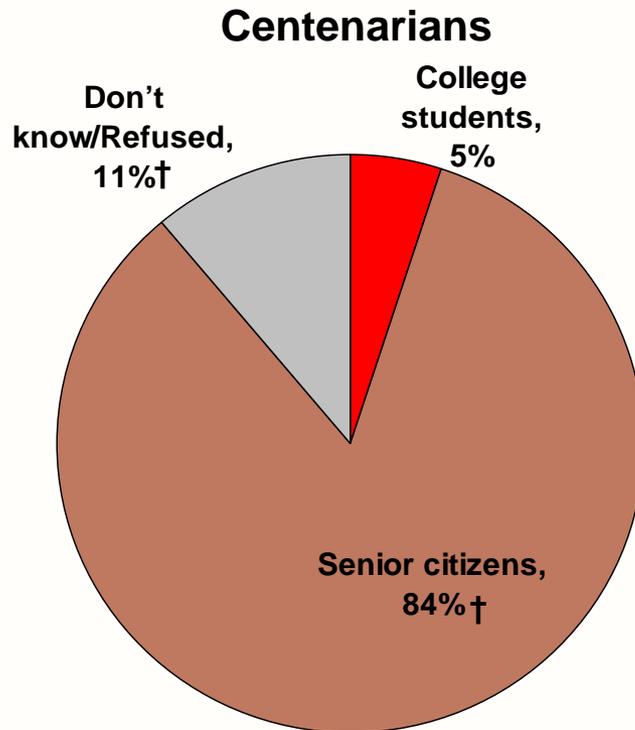
Q12: Do you believe living longer is based more upon genetics or lifestyle choices?



18

Health, Wellness, and Community

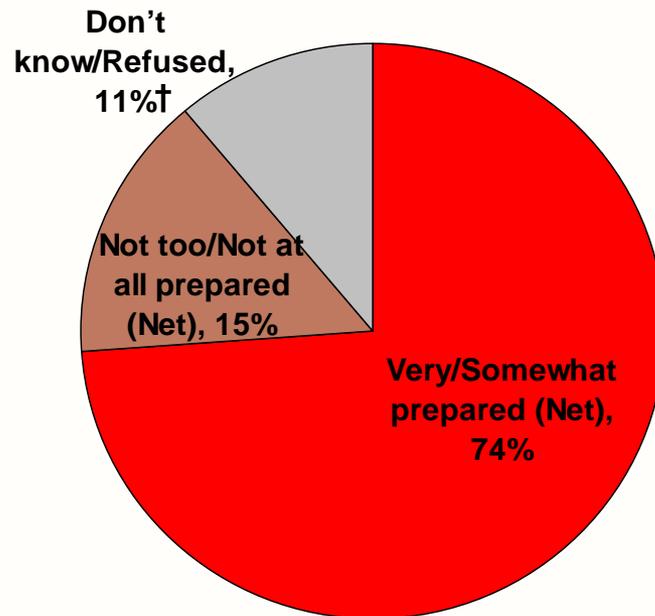
Q23: Who do you think takes better care of themselves when it comes to health: college students or senior citizens?



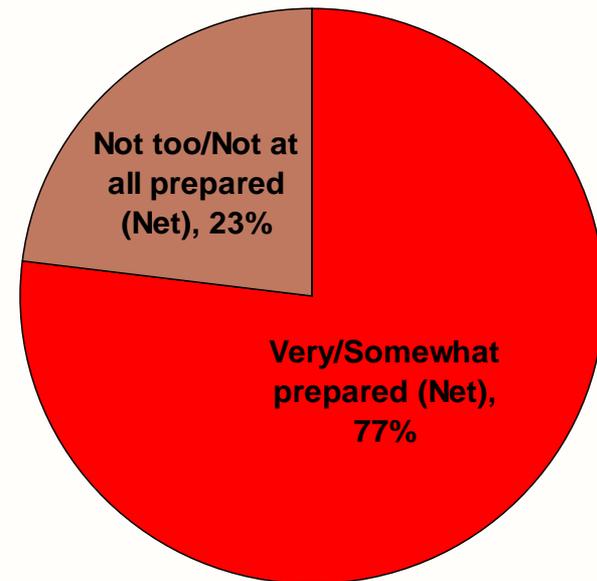
Health, Wellness, and Community

Q28: How well prepared would you say you were/do you think you would be if you were to reach the age of 100?

Centenarians

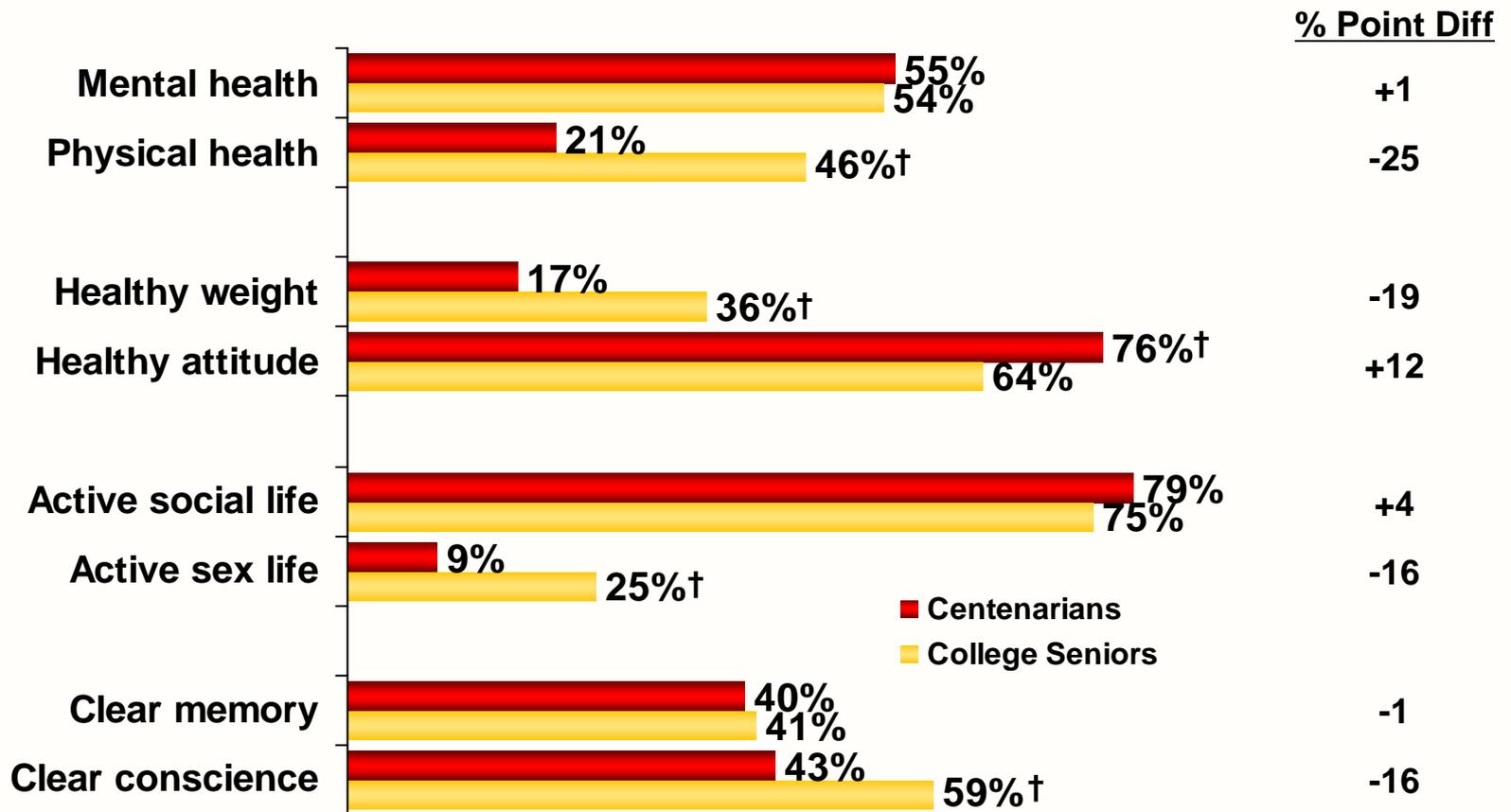


College Seniors



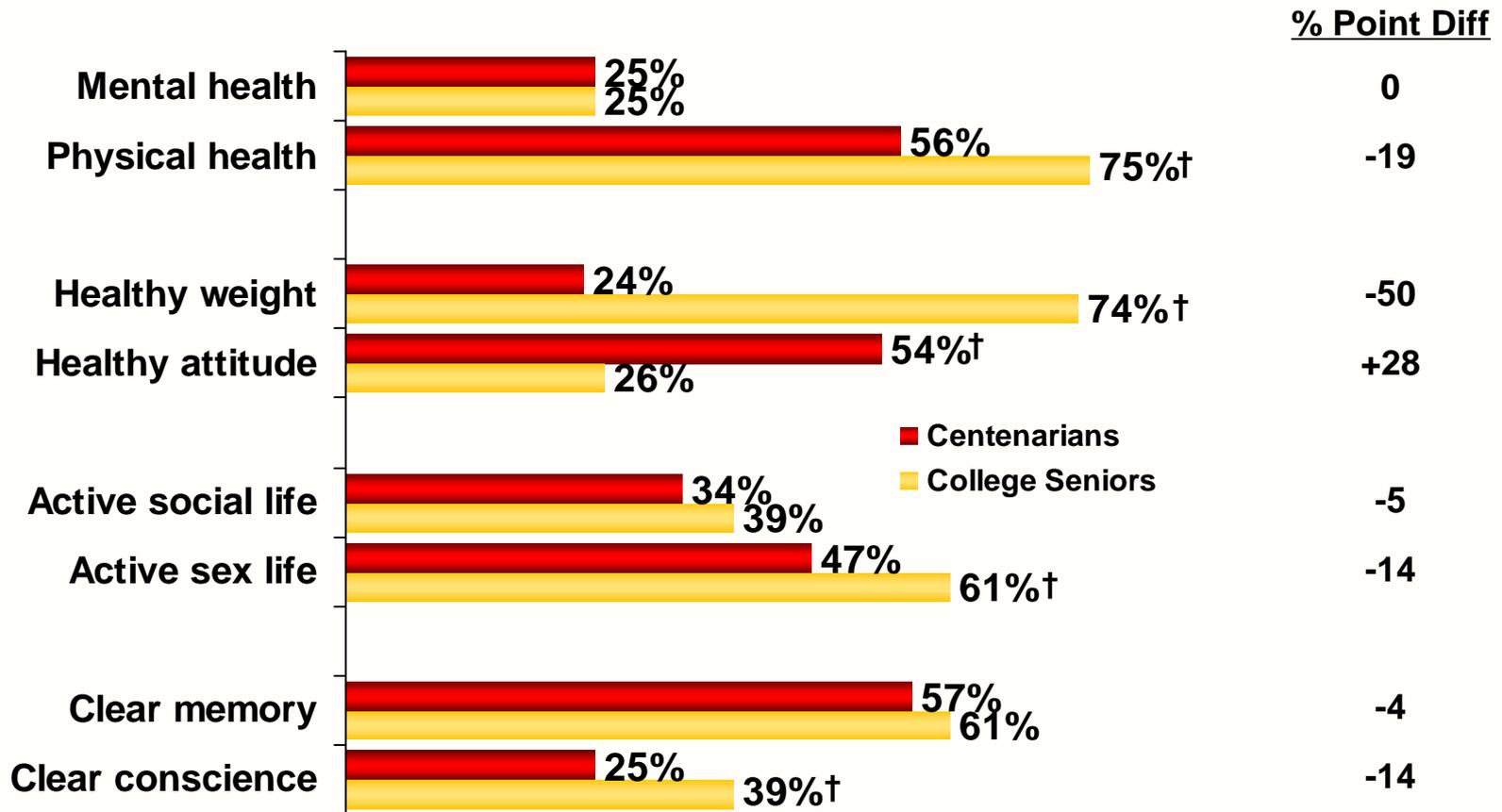
Health, Wellness, and Community

Q3,Q5,Q7,Q9: Which of the following do you feel is more important to maintain as you age?



Health, Wellness, and Community

Q4,Q6,Q8,Q10: Which of the following do you feel is more difficult to maintain as you age?

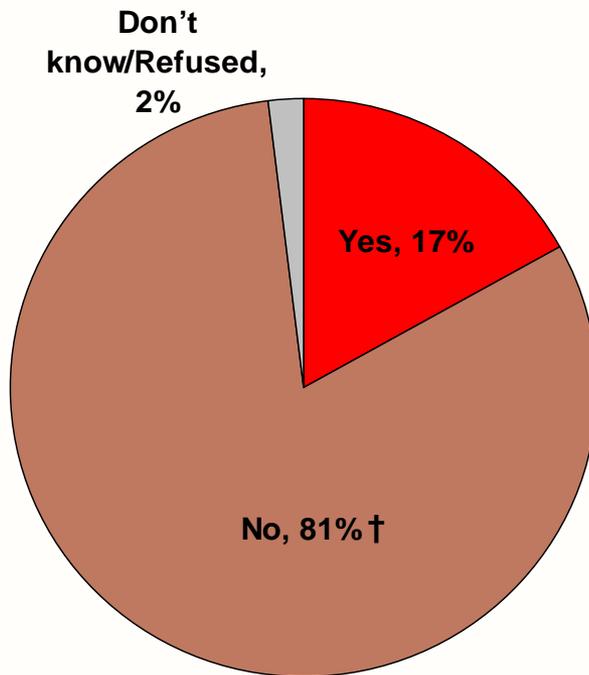


† significantly different at the 95% level of confidence

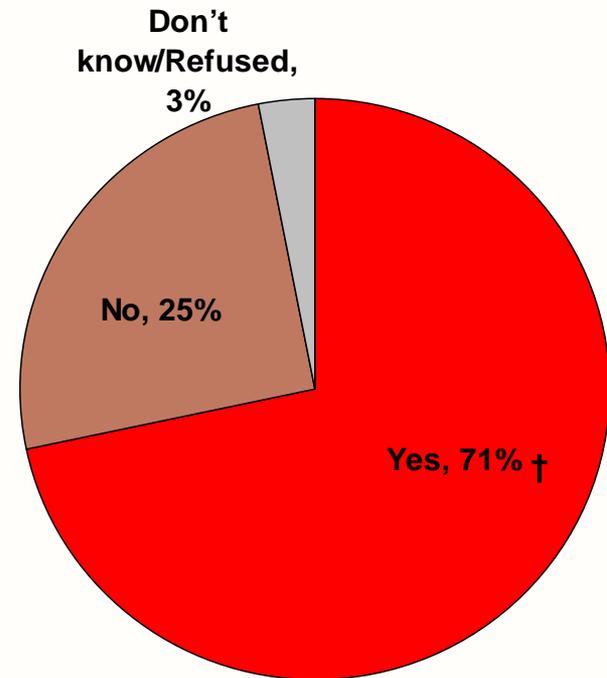
Health, Wellness, and Community

Q24: Have you volunteered over the last 6 months?

Centenarians



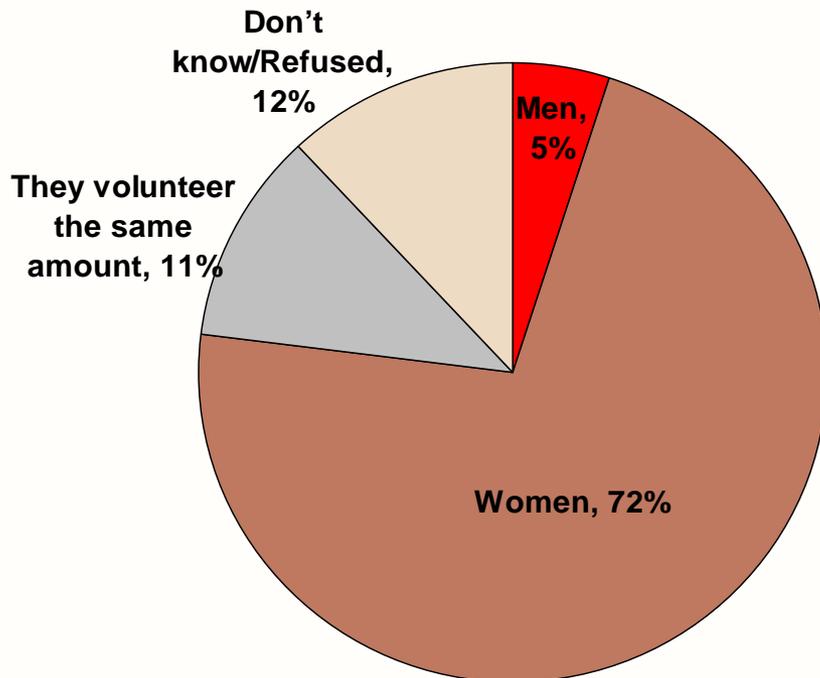
College Seniors



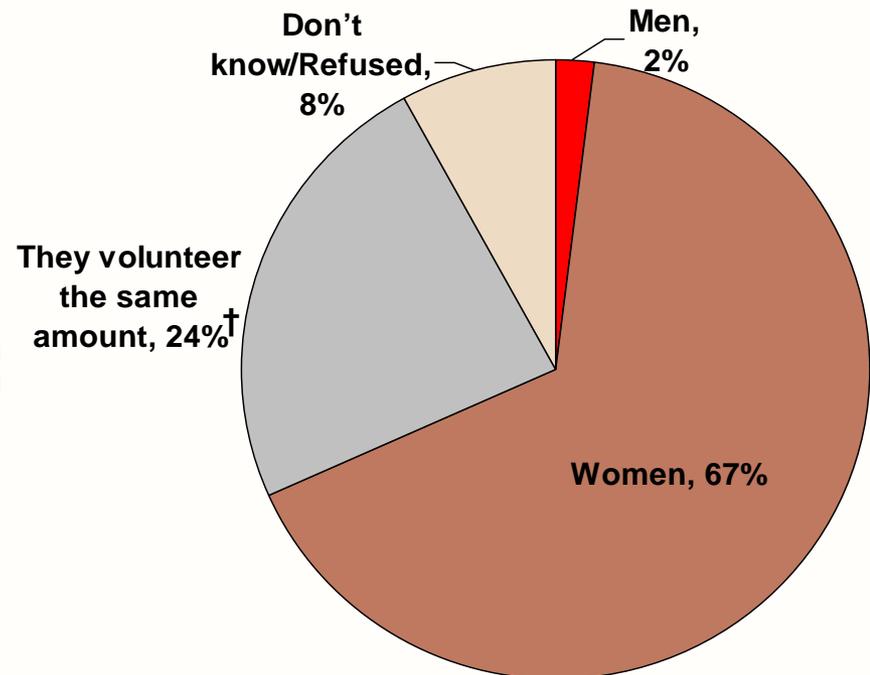
Health, Wellness, and Community

Q25: In general, do you think that men or women do more volunteer work?

Centenarians



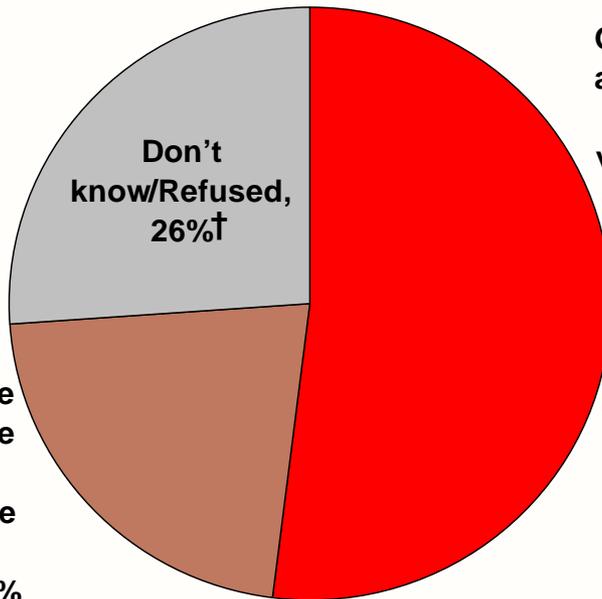
College Seniors



Health, Wellness, and Community

Q26: Which of these statements comes closer to your opinion?

Centenarians

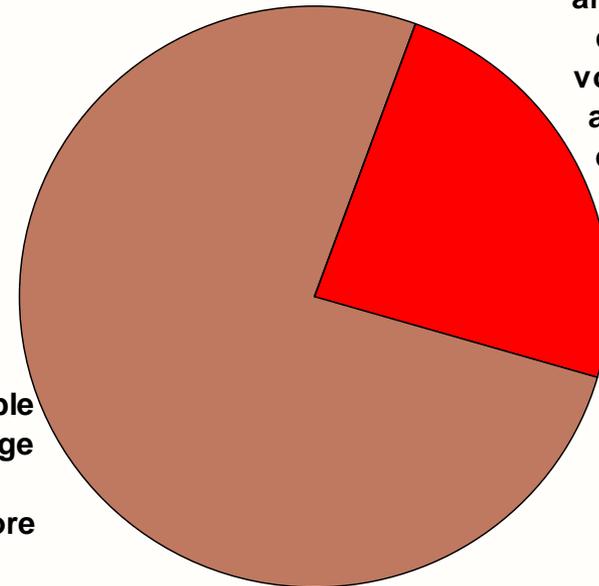


Overall, people around my age should volunteer more than they already do, 22%

Overall, people around my age do as much volunteer work as should be expected of them, 52%†

Overall, people around my age should volunteer more than they already do, 76%†

College Seniors

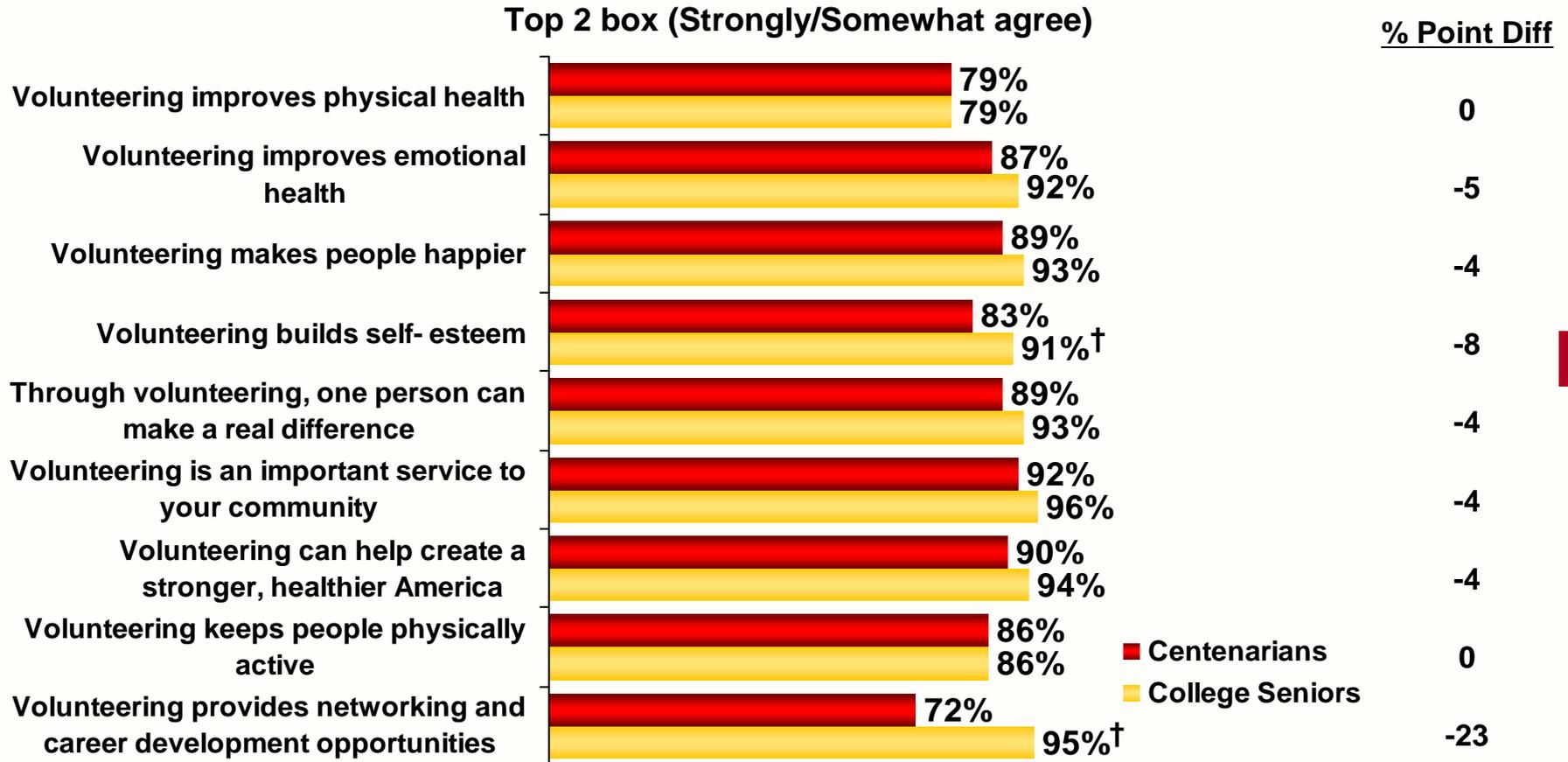


Overall, people around my age do as much volunteer work as should be expected of them, 24%

Health, Wellness, and Community

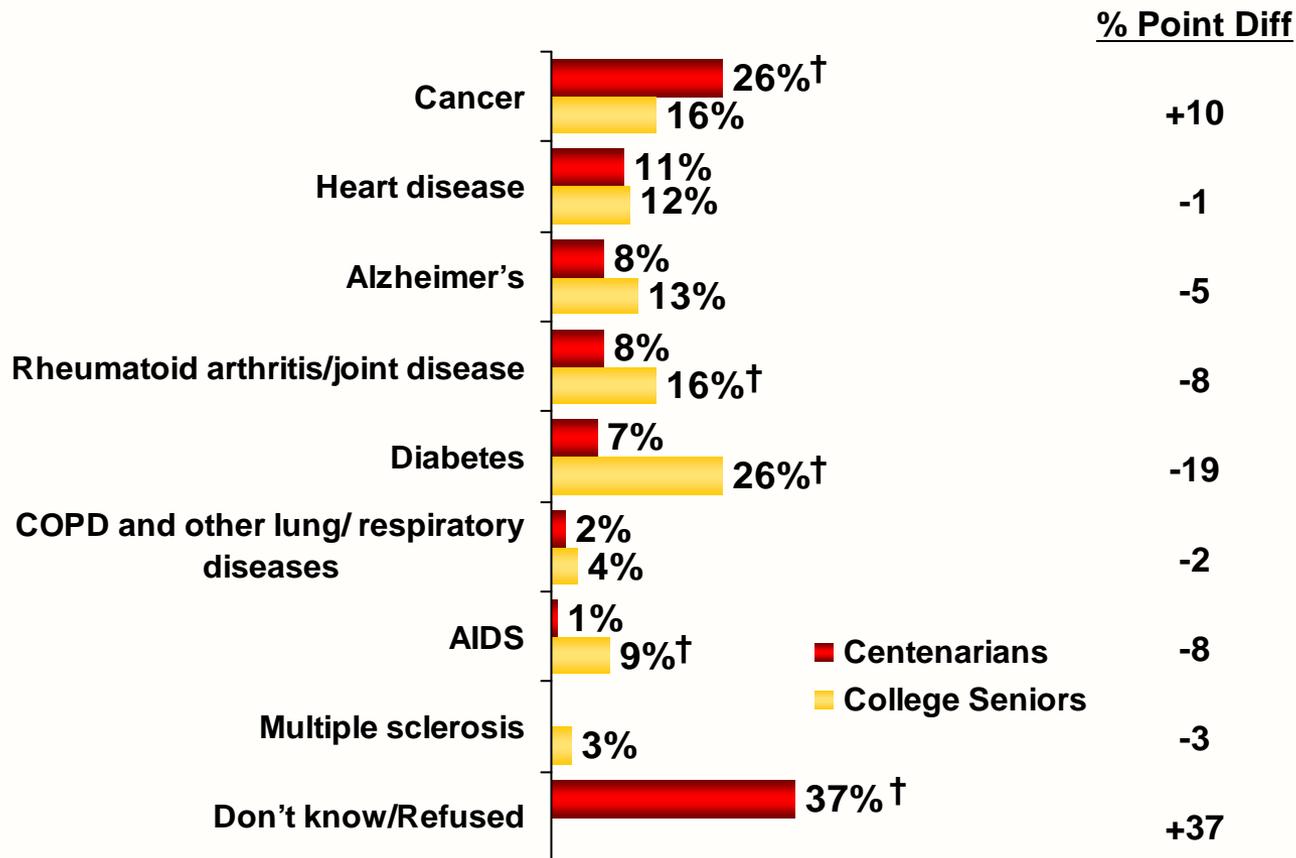
Q27: Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

Top 2 box (Strongly/Somewhat agree)



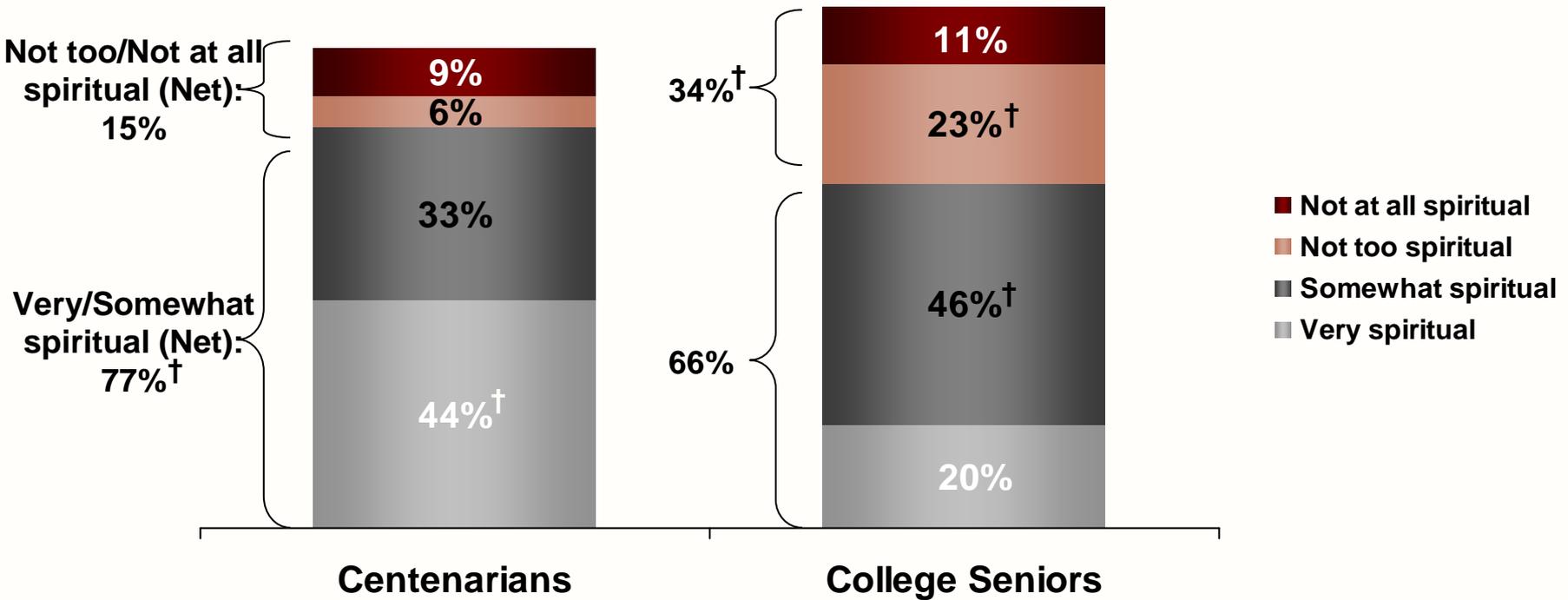
Health, Wellness, and Community

Q11: In terms of chronic illness, which do you believe researchers will find a cure for first?



Health, Wellness, and Community

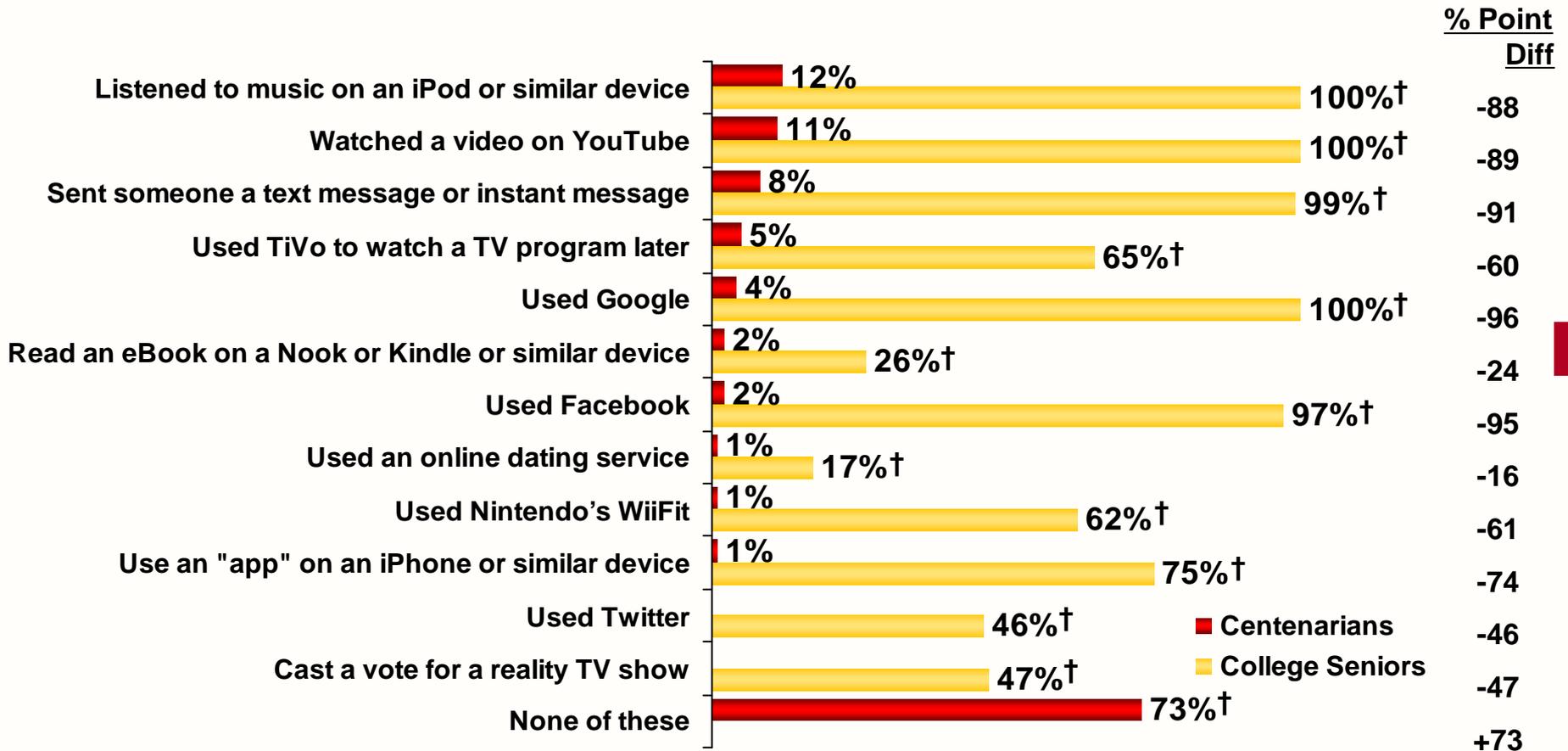
Q13: How spiritual would you say you are?



† significantly different at the 95% level of confidence

Staying Connected: Technology

Q15: Have you ever...

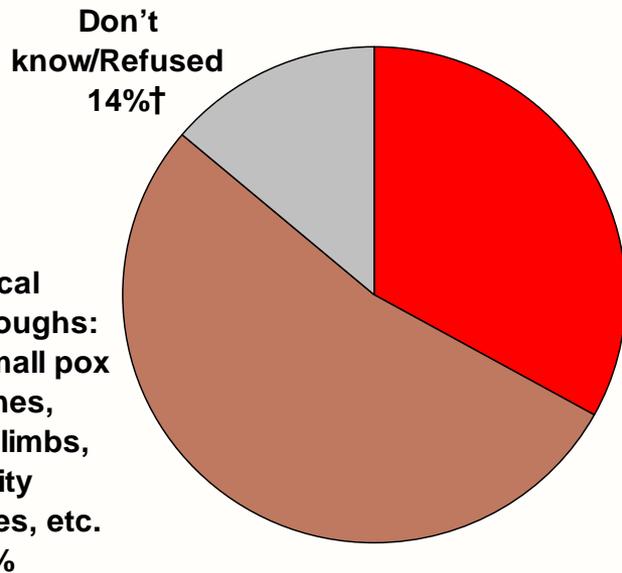


Staying Connected: Technology

Q21: Which one of these do you think is the most important thing that has happened in the last 100 years?

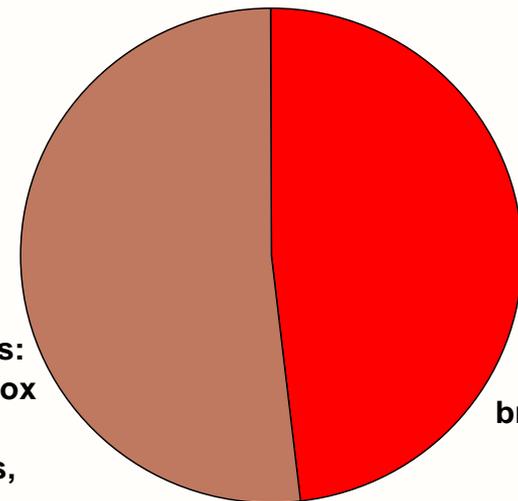
Centenarians

College Seniors



Technology breakthroughs: electricity, computers, mobile communications
33%

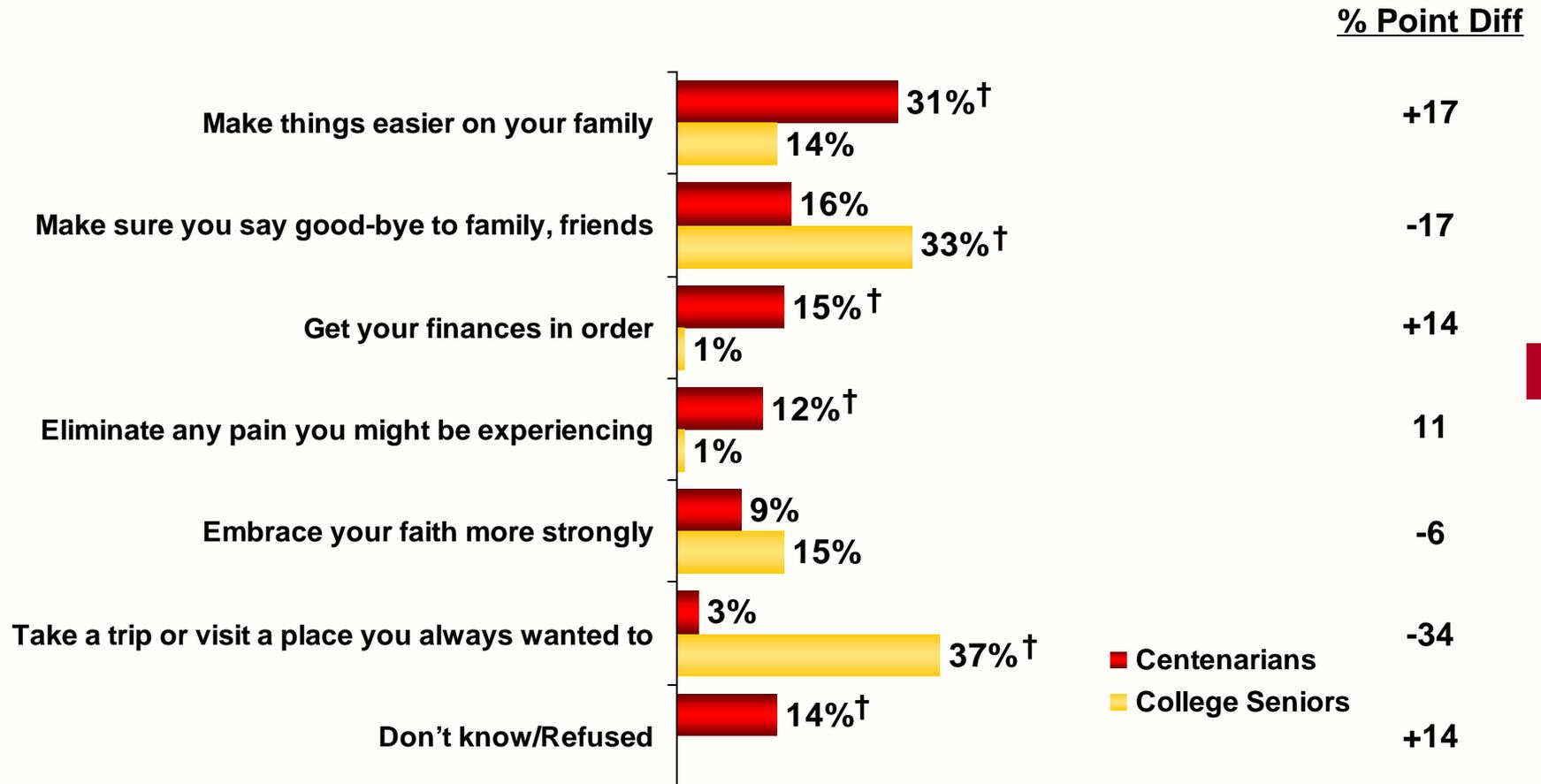
Medical breakthroughs: polio & small pox vaccines, artificial limbs, fertility techniques, etc.
52%



Technology breakthroughs: electricity, computers, mobile communications
48%

Staying Connected: The Economy, The Workplace, The Home-front

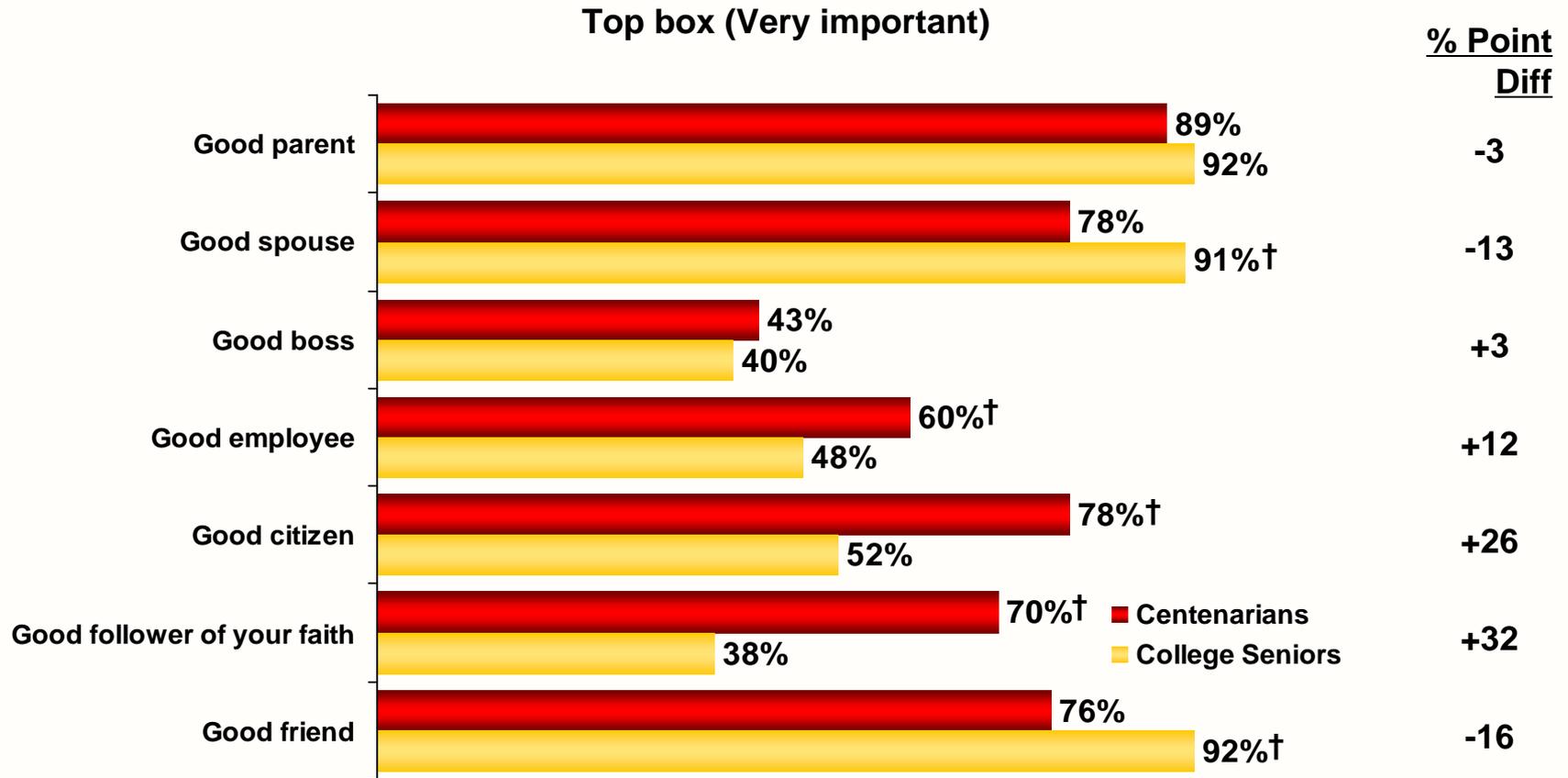
Q14: If you only had 6 months to live, what is the ONE most important thing you would want to ensure you did?



31

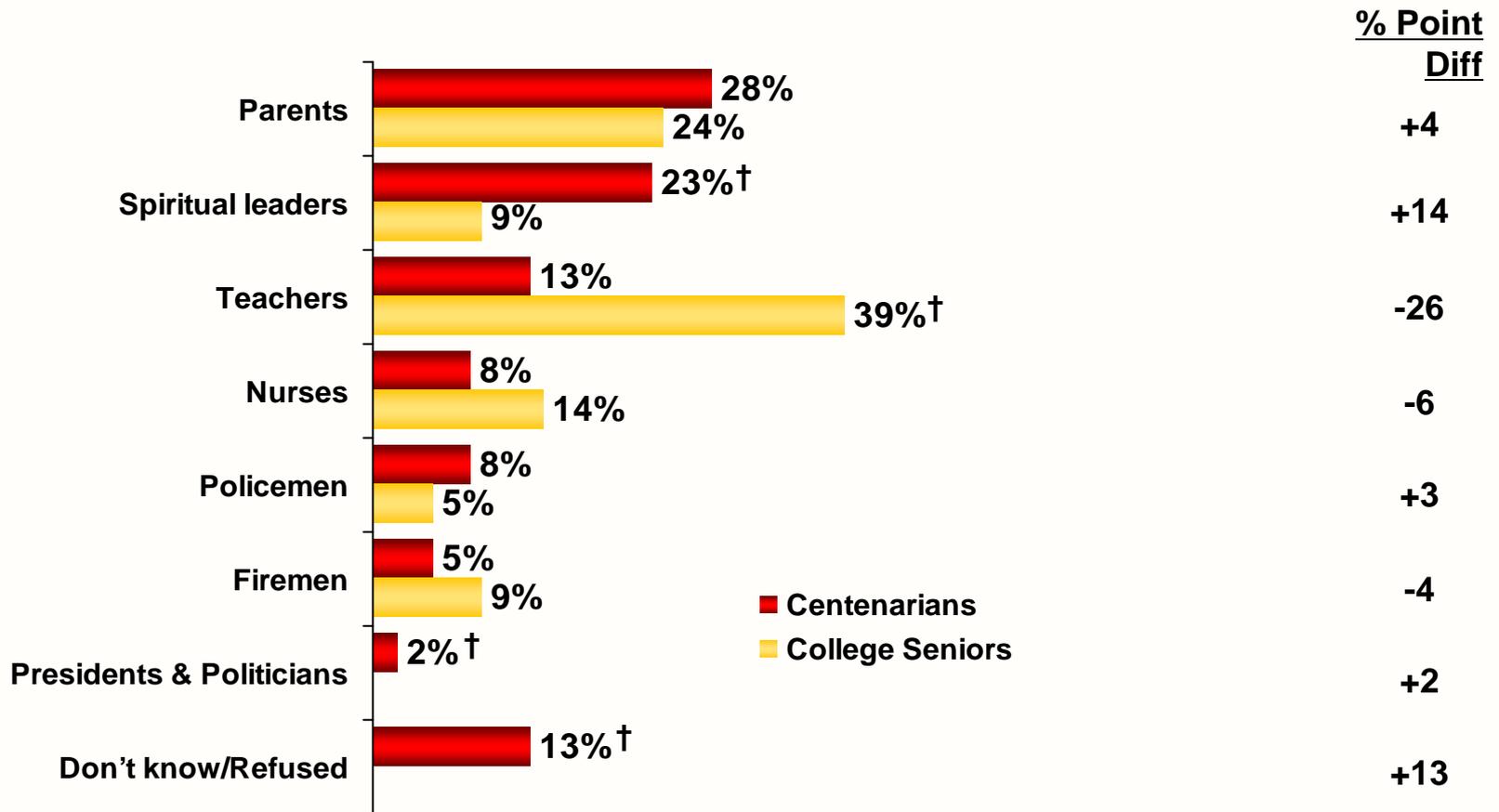
Staying Connected: The Economy, The Workplace, The Home-front

Q22: How important is it to you to be remembered in each of the following ways



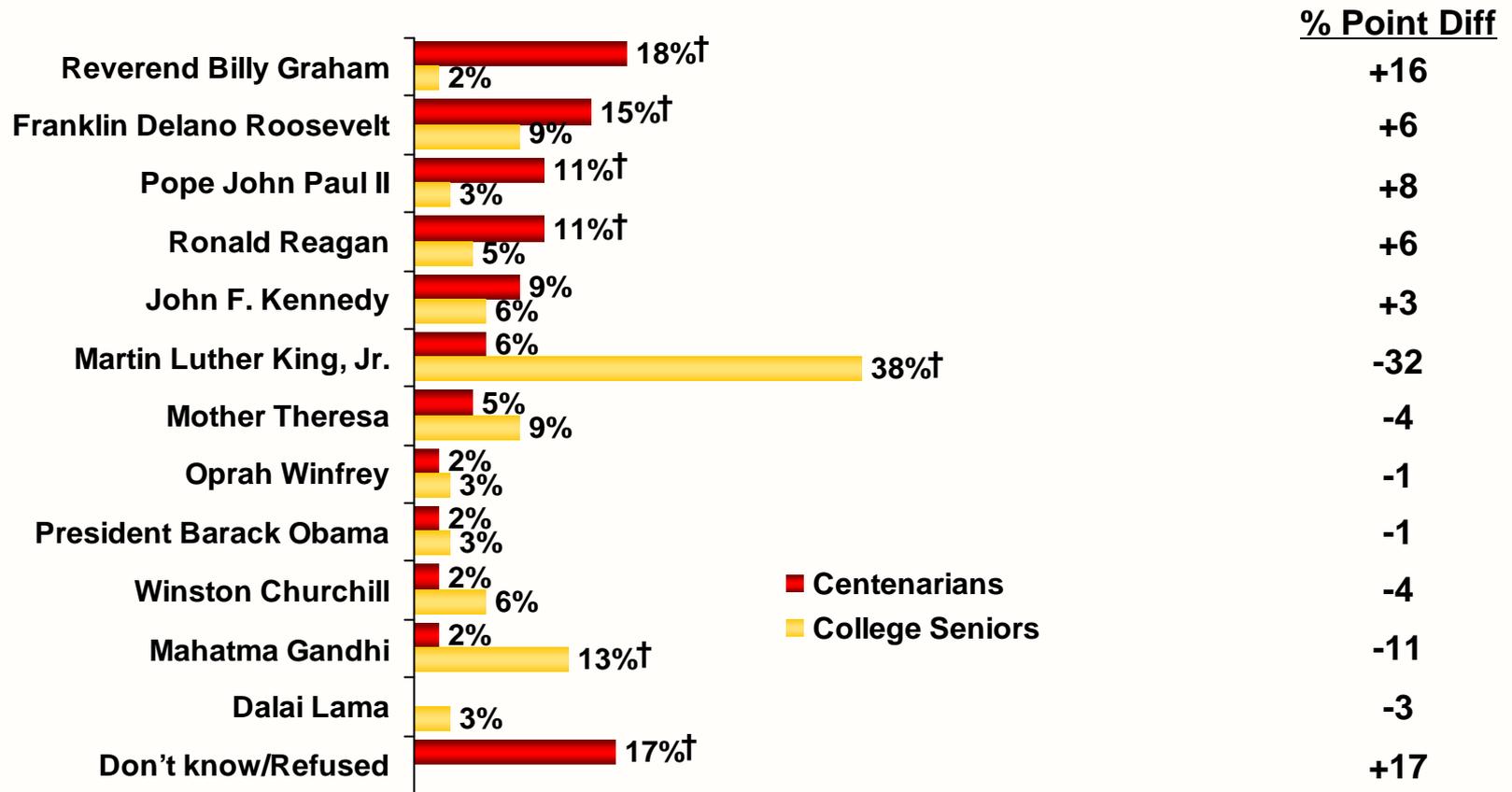
Staying Connected: The Economy, The Workplace, The Home-front

Q20: From the following list, who do you feel does the most "good" in our society?



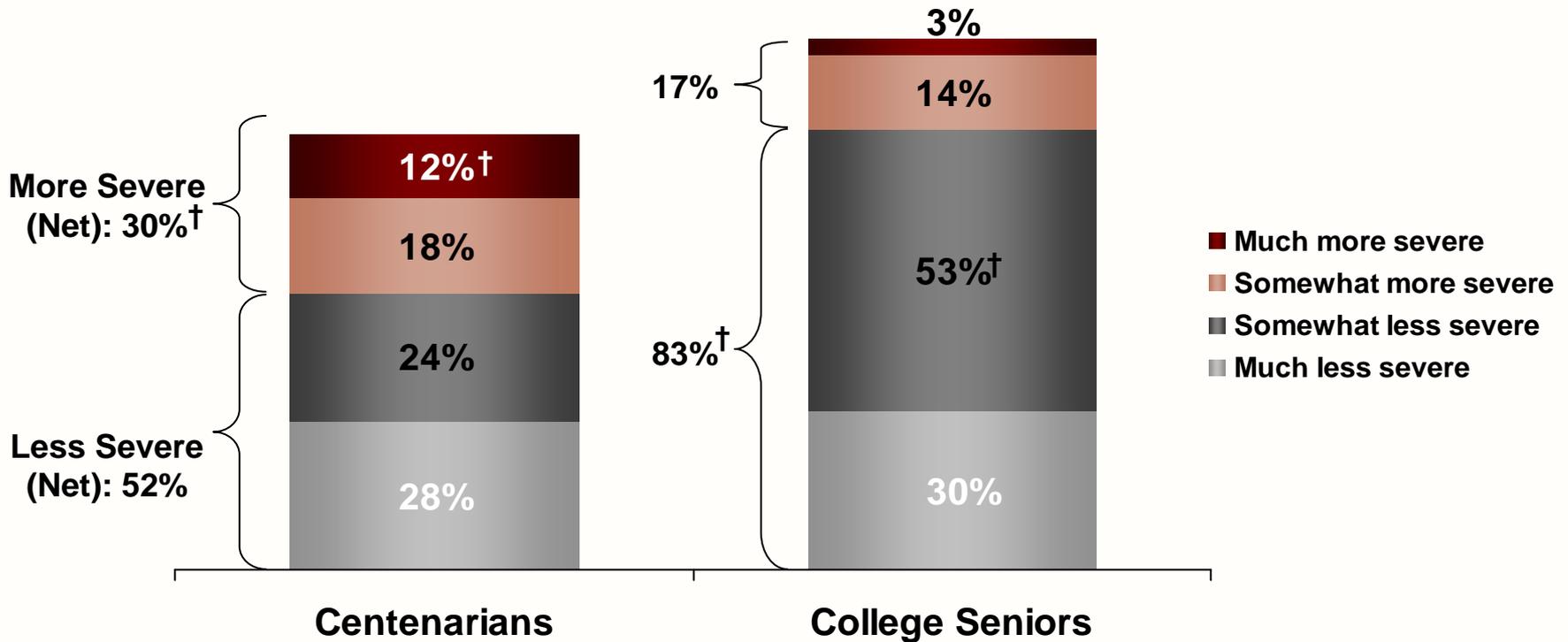
Staying Connected: The Economy, The Workplace, The Home-front

Q19: Who do you believe is the most inspirational leader of the last 100 years?



Staying Connected: The Economy, The Workplace, The Home-front

Q31: Compared to the Great Depression, would you say that the current economic downturn is ...

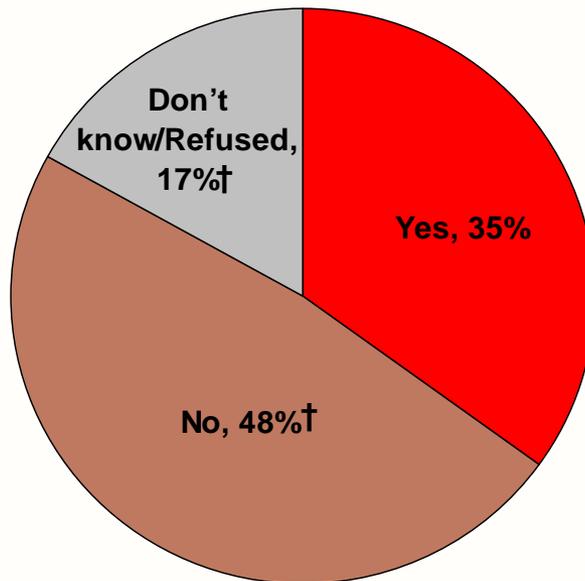


† significantly different at the 95% level of confidence

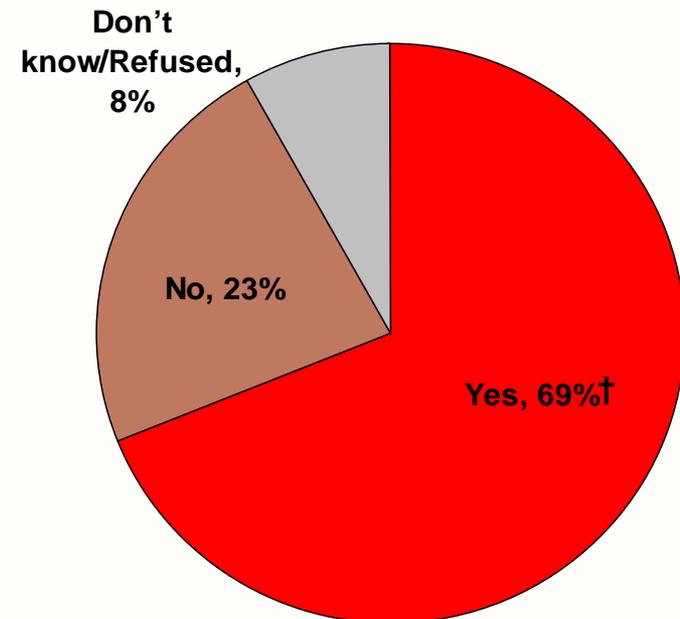
Staying Connected: The Economy, The Workplace, The Home-front

Q29: Has the recession impacted your ability to continue living out your retirement/end of life plans?/Do you feel the recession will impact your ability to find a job right after graduation?

Centenarians



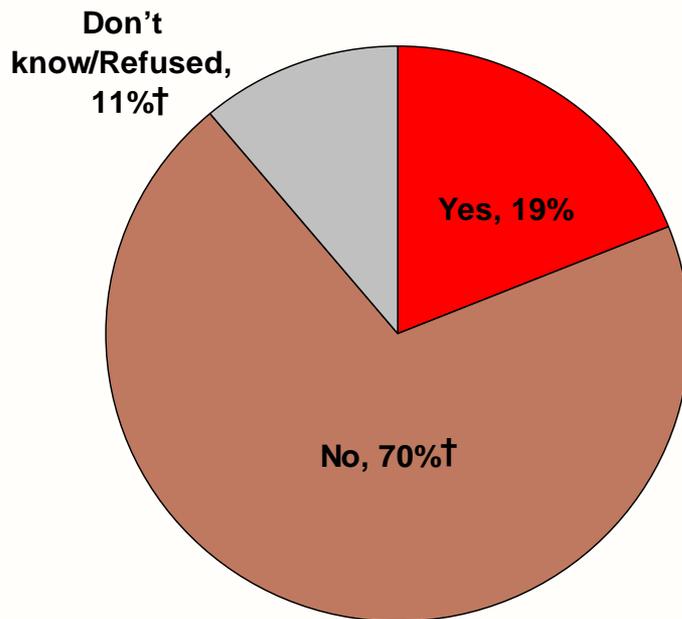
College Seniors



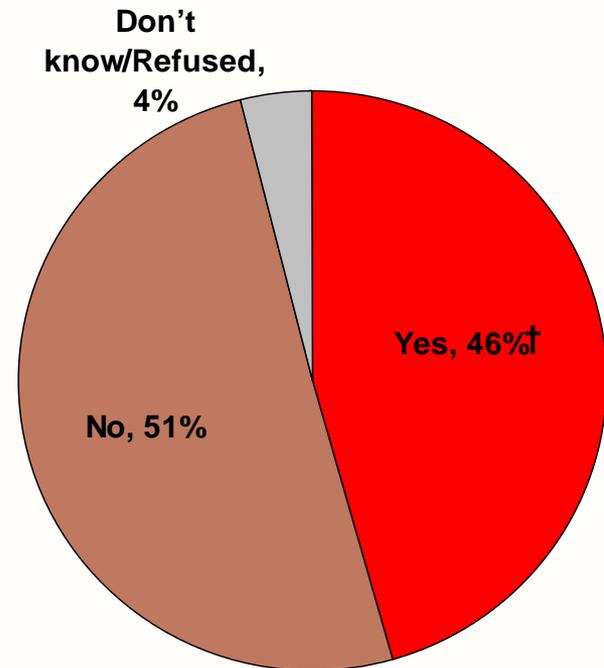
Staying Connected: The Economy, The Workplace, The Home-front

Q30: Has the recession caused you stress or anxiety that has made you feel less healthy?

Centenarians

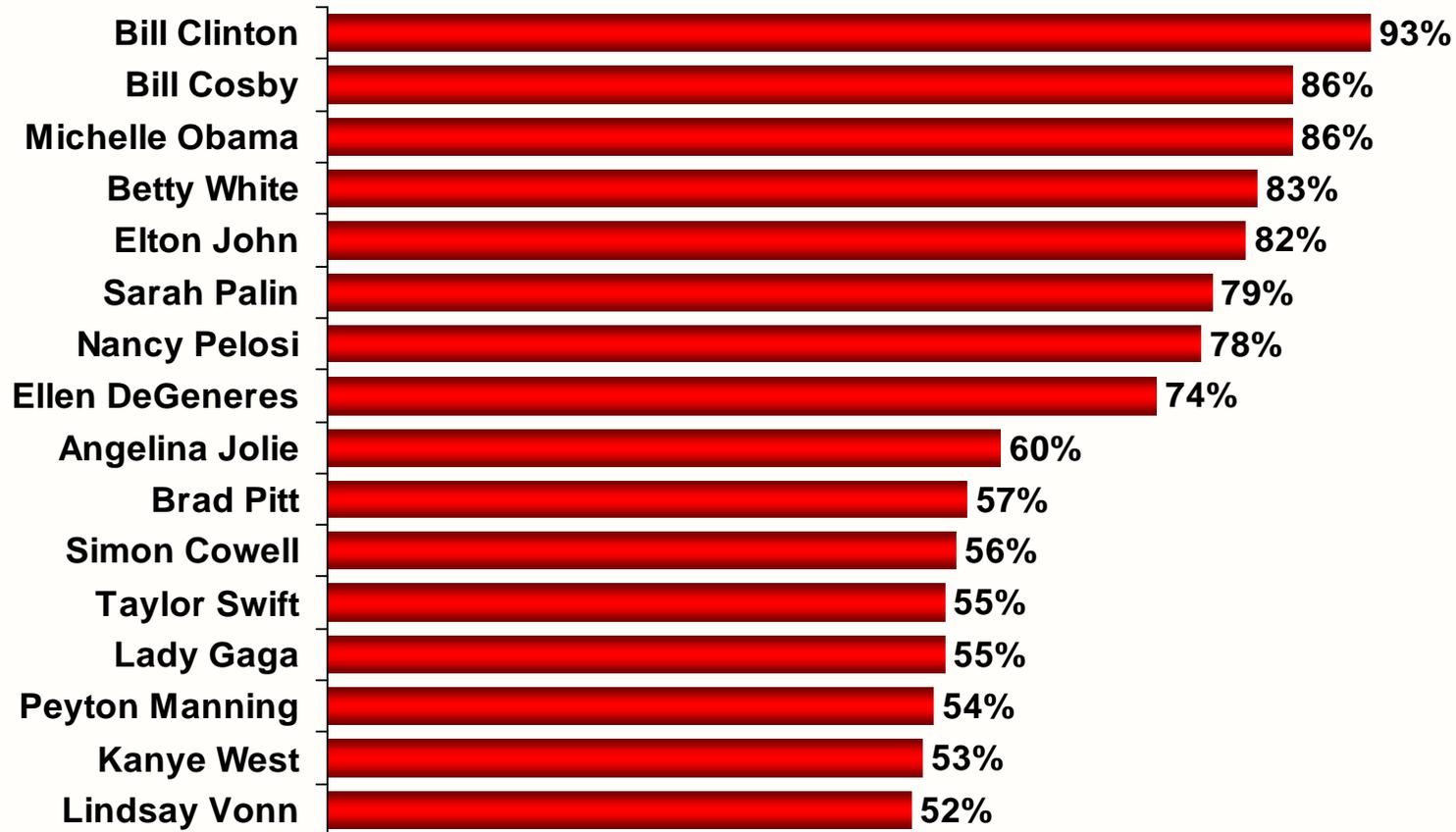


College Seniors



Staying Connected: Pop Culture

Percent of centenarians saying they know who this person is*

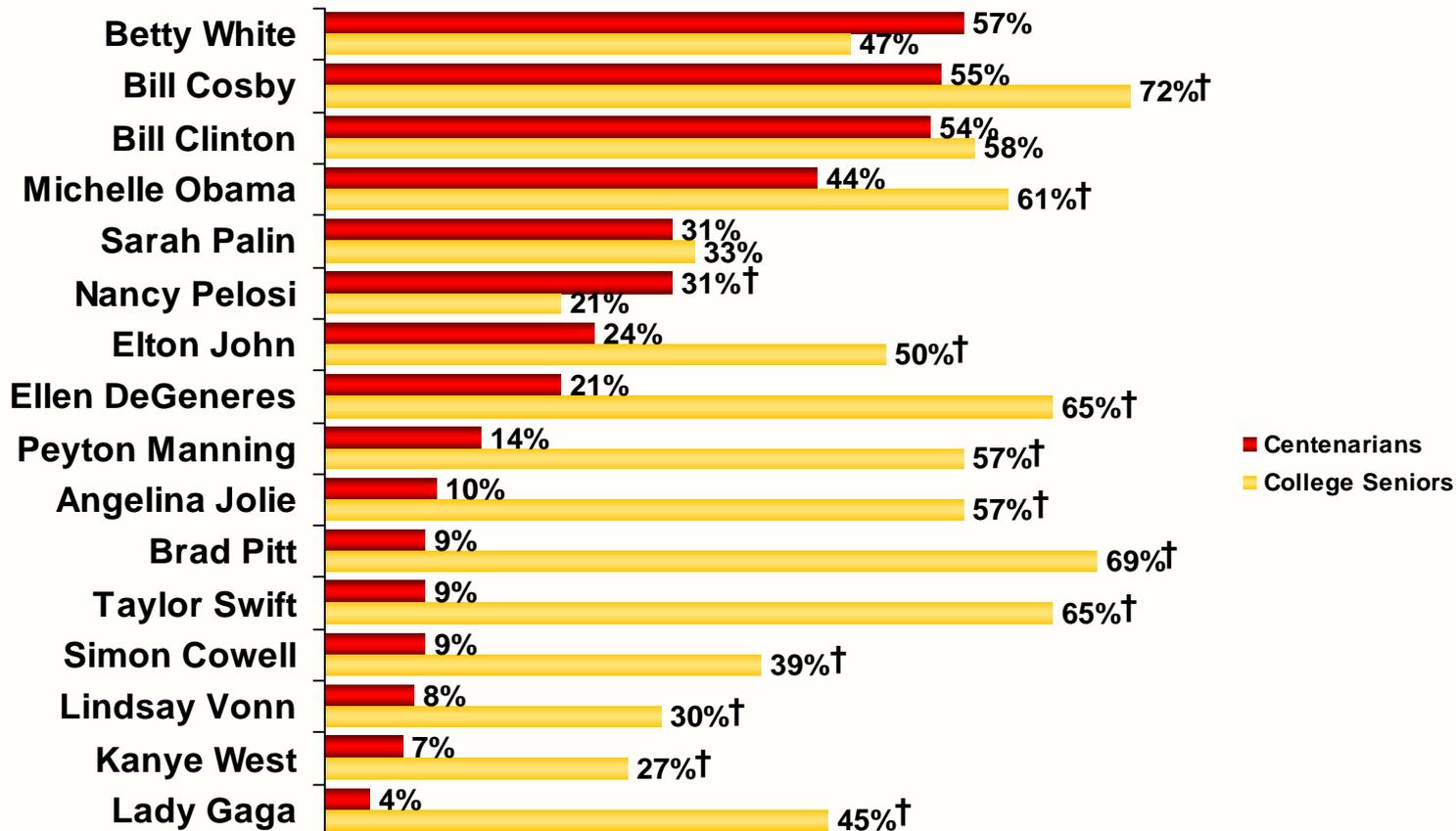


* Derived from Q16: "For each of the following people, please say whether you would invite them to a family dinner or not. If you don't know who this person is, please say so."

Staying Connected: Pop Culture

Q9: For each of the following people, please say whether you would invite them to a family dinner or not. If you don't know who this person is, please say so.

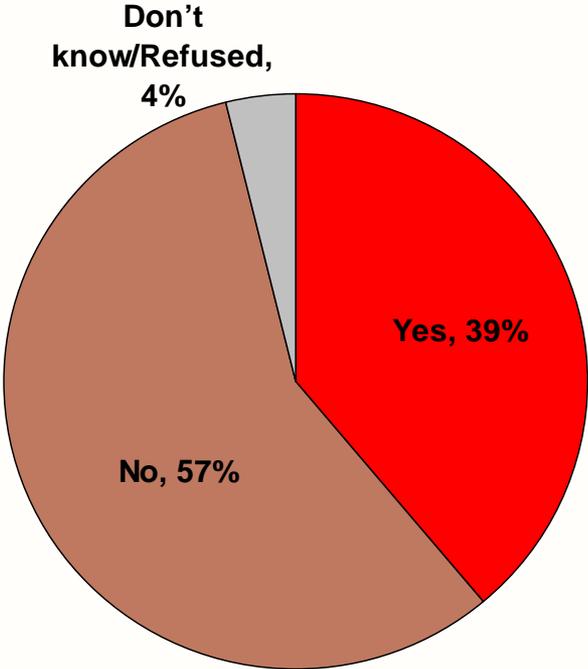
Percent saying "would invite"



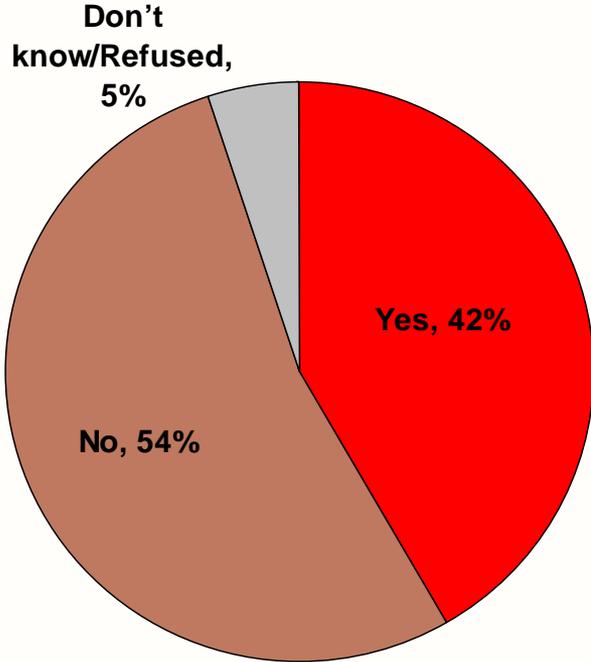
Staying Connected: Pop Culture

Q18: What about Tiger Woods? Would you invite Tiger Woods to a family dinner?

Centenarians



College Seniors



† significantly different at the 95% level of confidence

Evercare Clinical Experts on Healthy Aging & Longevity



Chandra Torgerson, R.N.
Chief Nursing Officer



Mark Leenay, M.D., M.S.
Sr. Vice President,
Medical Management
& Physician Services



Patricia Ford
Vice President, Operations
Hospice & Palliative Care



Anne Marie Gavel
Sr. Vice President
Clinical Operations,
Case Management and
Solutions for Caregivers Services

The Evercare 100@100 Survey™ each year has showcased the opinions of Centenarians and other generations on healthy aging and longevity. This year, as an addendum, we decided to ask some of our UnitedHealthcare medical and clinical experts to weigh in with their opinions. While our experts were not polled on the official survey questions, they do have some key observations from being on the front lines of serving Older Americans every day.

The Evercare Clinical Care Model

- Integrated care management to support the full spectrum of health and well-being
- Holistic approach from a multi-disciplinary team of professionals, including physicians, nurses, social workers, therapists and other specialists
- Work with members and their families, caregivers and providers to create a personalized plan of care
- Care Managers:
 - Anticipate, identify and resolve members' health issues and related needs before they become crises
 - Closely coordinate and integrate services and resources
 - Act as a vital communications link
 - Advocate for member and their family
 - Help members get the most from their coverage and benefits
 - Serve as a trusted guide to navigate the health care system

Ask the Experts:

How does staying social, active and connected support longevity and good health?

What the Experts Say: *Staying Social, Active and Connected*

- The year after Americans retire is one of the most statistically dangerous. It's a huge transition – because people are leaving their work community and often move to other states, it can cut them off from their social networks. That can lead to isolation and poor lifestyle choices that allow chronic disease to creep in during later years and affect your long-term well being.
- You've got to have a reason to get up in the morning. It's essential to have a clear sense of how you can contribute in a tangible, meaningful way, and to have people who are counting on you for your contributions.
- We tend to blame a lot of our health problems on heredity, but the fact is that we control a huge part of how we age. Genetics only affects about 25 percent of our health; the rest is up to us as individuals.

What the Experts Say: *Staying Social, Active and Connected*

- It's important to establish good health habits early in life. But at the same time, it's never too late to get started. For example, we've seen nursing home residents improve their muscle mass by more than 50 percent through simple strength exercises, helping them retain mobility, become more alert and avoid falls and fractures.
- Day-to-day movement is so important for your physical and mental well being. Dancing and balancing exercises can actually double your brain activity while improving your cardiovascular health and lowering stress.
- When you're watching TV, your brain is close to a sleep state. Too much of that, or any other sedentary activity, and you really start to lose momentum. You've got to be willing to pull yourself out of routines; to get out of the house and get the blood pumping.

What the Experts Say: *Staying Social, Active and Connected*

- Having a spiritual component to your life is really valuable. That doesn't have to mean organized religion; it's an attitude that there's something larger than I am, and I can be part of something beyond myself.
- There is no fountain of youth, no magic pill. You've got to be willing to put some effort into your health, to be honest about what you can do live better and support your own well being.
- We shouldn't be overly protective of our elders, telling them that they should stay inside or stop doing what they've always done. Isolation and depression are far more dangerous than any minor risks that come from living an active life.

Ask the Experts:

What are the key attributes you see among centenarians (and people in their 80s and 90s) that you feel contribute to their longevity?

What the Experts Say: *Key Attributes of America's Centenarians*

- In all my years as a geriatrician, I've never met a mean-spirited 100-year-old. People who reach this age are positive, compassionate and forgiving.
- Healthy older adults are generally part of dynamic communities where they are woven into the social fabric. The community still expects them to look after the grandchildren, to tend the garden, to sew, to fish, to cook. These cultural attitudes reinforce the wisdom and value of our elders and position them as important, productive members of the community, instead of putting them in a corner and closing them off from day-to-day life.
- People who are living well at an advanced age challenge themselves. They don't just do what's easy; they force themselves to keep going, to try new things and to be open to new ideas.

What the Experts Say: *Key Attributes of America's Centenarians*

- Older adults who are healthier tend to feel highly respected by their families and communities. They are asked for advice and invited to share their experiences. They are still seen as relevant, and that makes them feel optimistic about their lives.
- People who live to 100 are the ones who keep doing what they love, even if they can't do everything they used to. It's natural to slow down, but it's so important to stay close to the things that matter to you. For example, if you love classical music, keep going to concerts but be OK with leaving at intermission if you need to. You don't have to do everything at the same intensity, just find ways to adapt and still enjoy what's important to you.
- Healthy older adults know how to let go of stress and anxiety. They don't obsess over what they can't control; they know how to move on, see the positives and enjoy life.

What the Experts Say: *Key Attributes of America's Centenarians*

- People who live longer often have tightly knit, intergenerational social groups. They're connected to their grandchildren and great-grandchildren, and they derive a lot of positive energy and hope from those relationships.
- People who live a long life don't smoke. They maintain a healthy weight and eat a balanced diet with lots of fruits and vegetables. They incorporate activity into their daily lives. Ultimately, the factors that support healthy aging are the same behaviors that make us healthy at any age.
- The bottom line in longevity is consistent and clear: Be active until you can't. Stay connected and engaged. That's the common theme among people who live into their later years.

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