



Continental Automated  
Buildings Association

**Your Information  
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**North America's  
Home & Building  
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## **CABA Completes "Aging in the Connected Home" Research Project**

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The Continental Automated Buildings Association has completed a research study that identifies connected home product, service and business opportunities based on the needs and expectations of North American seniors.

CABA's "Aging in the Connected Home" research project was designed to assist organizations in understanding the opportunities in home health care, new home building, retrofit and remodeling, technology, communications and other services that generate significant value creation by helping seniors remain in their homes longer.

Organizations participating in CABA's project included: Ascension Health, Ingersoll Rand/Trane/Schlage, TELUS Corporation, and United Health Group.

The study found that seniors and their caregivers have a several underserved needs in the course of day-to-day living. Companies that seek to address these unmet needs with products and services, designed not only to meet normal household tasks but meet the unique requirements of the senior population, will see tremendous rewards.

The report determined that areas of new growth potential for the senior market include: nutrition services, remodeling, improved fitness, communication products and enhanced care for chronic conditions.

"Understanding the needs of seniors and their caregivers is vital to designing products, services and home solutions that will enable Baby Boomers to maintain their independence in their homes," stated Ronald J. Zimmer, CABA President & CEO. "It is only through a detailed study of unmet needs, as well as the constraints that prohibit seniors from remaining in their homes that industry will obtain the data necessary to devise the products and services of the future. We are pleased that CABA, through its Research Program, could take steps to create the basis of an aging-in-place innovation program for industry."

Sandra Bates, President of The Innovation Partners and author of the forthcoming book, "The Social Innovation Imperative", conducted the research. Her "Framework for Social Impact" methodology was employed for the study, to identify the critical issues for seniors. The methodology is a six-step research approach specifically designed for analyzing and achieving innovation in the social sector. It is devised to show corporate and non-profit leaders how to identify unmet social needs, then create and deliver products or services to meet them.

“Based on our findings, it is clear that there is substantial opportunity to create new products and services for this highly under-served market which includes not only the elderly, but another large population which is the adult children of these elderly individuals,” stated Bates. “The needs of the adult child who is not with the senior daily are substantial. They are very much concerned about their parents’ health and well-being and are actively looking for solutions that will assure them that the senior is safe. Several categories of needs were identified for this market that will be valuable to the telecommunications industry, health care, home products, construction products and services, and many other services businesses that are looking for a new path for expansive growth.”

CABA's report has been released to its funding partners and will be made available for purchase to the rest of the industry after an embargo period. Companies enquiring for details and pricing can contact George Grimes, CABA's Business Development Manager at [grimes@caba.org](mailto:grimes@caba.org) or 613.686.1814 x226.

### **About CABA**

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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