How can we collaborate to increase adoption of digital tools that support healthy aging?

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Population aging and related issues are often framed *as a problem to be solved*...

...can’t we change the way we see it and view population aging *as a remarkable opportunity*?
“Aging is the **growth engine** for technology and business.”
By the year 2030…

The 50+ population is expected to spend $120.2 billion on technology annually in the US.

The challenge to overcoming digital barriers is multi-faceted… and each is being addressed:
Five Barriers to Older Adult Tech Adoption

26% Design & User Experience
- Is it easy to use?
- Was it designed for people like me?
- Did they ask people like me to test it?

23% Awareness & Interest
- What new products exist?
- Why should I be interested in these products?
- Why should I care?

19% Cost & Acquisition
- How do I select the right product?
- How do I buy it?
- Can I afford it?

18% Installation & Adoption
- How do I integrate it into my life?
- How difficult is it to set up?
- Who can help if I run into problems?

18% Trust & Privacy
- What personal data does it collect?
- Is my personal data secure?
- Any known privacy or identity theft issues?

https://doi.org/10.26419/res.00584.001
Regular usage of common digital services still lags for adults 50+

<table>
<thead>
<tr>
<th>Service</th>
<th>18-49 Age Segment</th>
<th>50+ Age Segment</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email (Apple Mail, Gmail, Outlook)</td>
<td>77%</td>
<td>75%</td>
<td>2%</td>
</tr>
<tr>
<td>Internet Browser (Google Chrome, Microsoft Edge)</td>
<td>78%</td>
<td>67%</td>
<td>11%</td>
</tr>
<tr>
<td>Social Media (Instagram, Facebook)</td>
<td>75%</td>
<td>64%</td>
<td>11%</td>
</tr>
<tr>
<td>Photos (Google Photos, Smartphone Photos App)</td>
<td>73%</td>
<td>65%</td>
<td>8%</td>
</tr>
<tr>
<td>Maps &amp; Navigation (Google Maps, Apple Maps)</td>
<td>59%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>Retail and Shopping (Online Shopping Sites)</td>
<td>56%</td>
<td>49%</td>
<td>7%</td>
</tr>
<tr>
<td>Finance or Banking (Bank of America, Local Bank)</td>
<td>55%</td>
<td>43%</td>
<td>12%</td>
</tr>
<tr>
<td>Music (Spotify, Apple Music, Sonos)</td>
<td>64%</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Video Chat (FaceTime, Zoom, WhatsApp)</td>
<td>36%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>Streaming (Netflix, Hulu)</td>
<td>45%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Health Tracking or Fitness (Apple Health, Fitbit)</td>
<td>29%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>Food Delivery (Grubhub, DoorDash)</td>
<td>19%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Transportation (Uber, Lyft)</td>
<td>11%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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68% of those 50+ do not believe today’s technology is designed with them in mind.

In the UK, providers recommend digital health apps to 1 in 10 patients under 35.

It drops to 1 in 25 for patients 55+ and 1 in 50 for patients 65+.

Drivers of Mobile Health App Adoption:

1. To improve/track my health
2. Doctor recommendation
3. Easy to use
4. If I had a health issue or condition
5. Protected privacy/personal information
6. Monitor/keep track of my exercise
7. Affordable/reasonable price
8. Reach/set goals
9. Free

Source: AARP Internal Survey of Older Adults and Technology, December 2022
Lived Experience Consumer Panels
What people want to see in their health apps:

Apps co-designed with adults 50-plus:
“Are [those who are] actually designing it actually using it, and engaging in it, and letting other people try it? My experience is, no, they’re not... they design it.”

Clearer instructions for easier use:
“A lot of times, these apps have very poor instructions.”

Designed for a more personal user experience:
“I was thinking that maybe some of these apps should be designed for a particular condition or lifestyle.”

Opportunity to provide feedback:
“There’s very little opportunity to provide honest feedback to improve the design for version 2.0 or version 3.0.”

Source: Senior Planet Participant Feedback for AARP
Age-inclusive design =
Achieving an optimal user experience for people across age groups by being more intentional about including older adults in the design and maintaining a focus on the unique needs of 50-plus users throughout the development process.

Accessible design =
Has advanced technology to be more inclusive of those with disabilities or changing abilities (often due to aging). Disability-centered thinking can sometimes reinforce stereotypes about aging. Accessibility features are often very helpful for older adults who are experiencing changes in sensory, cognitive, or mobility functionality, but the accessibility lens does not fully address the needs of 50-plus users.

Source: Montepare & Brown, 2022
Age-Inclusive Design Lifecycle

**Metrics**
Establish baselines and key performance indicators (KPIs) to assess performance; then take an honest inventory of current marketing, setup, and support experiences through the lens of age-friendly design.

**Research**
Understand and quantify market opportunities for age-friendly design.

**Co-Design**
Develop collaborative design processes to make age-friendly efforts more authentic and inclusive.

**Use-Case Development**
Develop consumer personas and customer journey maps for different life stages and abilities.

**User Experience**
Beyond the UI, understand broader perceptions, usability, and experience issues for demographically diverse consumers.

**User Interface**
Learn from industry best practices around UI design for all ages.

**Agile Development**
Incorporate age-friendly principles into the development and workflow.

**Testing and QA**
Use diverse testers and collaborative processes to ensure product quality across demographic lines.

**Adoption**
When your product is ready for market, ensure that all supporting materials, documentation, FAQs, and customer support processes are age-friendly.

**Marketing**
Make sure product marketing, packaging, and branding reflect age-inclusive principles.
Life Stages

- Caregivers
- Empty Nesting
- Career Encoring
- Grandparenting
- Retirement
- Social Security
- Recently Single
- Change in Living Situation
- Change in Cognition, Mobility, or Sensory Abilities
AARP Age-Friendly Standards & Assessment Framework

- Usability: Usable Functionality, Simple Set-up and Interface
- Design & Development: Co-Design with Older Users, User Feedback
- Data Transparency: Privacy Policy, Dark Patterns, Explain-ability
- Cost: Cost Transparency, Pricing and Sharing
Innovation to make aging easier for everyone.
Join us.

Let’s work together to challenge outdated beliefs and spark new solutions so more people can choose how they live and age.
The **Power of Tech**

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