

GetSetUp Announces its 2023 Aging Report: Comprehensive Insights on Technology's Impact on Social Determinants of Health

The report offers insights into the challenges faced by today's older adults, the fastest-growing US population segment, & the opportunities to empower them

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/EINPresswire.com/ -- [GetSetUp](https://www.getsetup.com/), America's leading online education platform dedicated to empowering older adults, is thrilled to announce the release of a report aimed at serving the Health, Government, and Consumer Sectors. Drawing on data from more than 70,000 learners and survey feedback from an additional 700, this report offers a detailed look into the unique challenges and opportunities associated with empowering older adults to become "active agers."

The Impending Demographic Revolution

The World Health Organization's prediction that "By 2030, 1 in 6 people worldwide will be aged 60 years or older" is not just a statistic; it's a clear call to action for all sectors—Health, Government, and Brands—to revitalize their approach toward this growing demographic. It illuminates the urgency of preparing for a demographic revolution that's around the corner.

Why Rethinking is Imperative

- **Dynamic Healthcare Needs:** With age come nuanced healthcare needs that aren't solely medical. Older adults need comprehensive wellness programs that include mental, emotional, and social well-being. It's essential to think beyond traditional medical care and encompass a holistic approach to health.



- Lifelong Learning and Upskilling: The notion that learning ends at a certain age is outdated. Older adults are vibrant, curious, and eager to acquire new skills, whether for employment, personal development, or simply the joy of learning. Education strategies must evolve to cater to this unmet demand.

- Digital Inclusion: Technological advancements have permeated all aspects of life. To ensure older adults aren't left behind, digital literacy programs are indispensable. This is more than a need; it's a basic right.

- Financial Security: Many older adults are keen to explore financial planning, investment, and even second careers. Organizations, particularly in the governmental and brand sectors, should offer tailored solutions that consider this population's unique financial situations.

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*Lawrence Kosick, President
and Co-Founder of GetSetUp*

- Personalization: Forget the cookie-cutter approach. This demographic is incredibly diverse, with varied interests, backgrounds, and lifestyle preferences. Brands, particularly, need to recognize and celebrate this diversity in their products and services.

- Social Engagement: Loneliness can be as detrimental to health as chronic diseases. Active social engagement

opportunities should be woven into each sector's strategies to ensure that older adults have rich, fulfilling lives.

- Accessibility: Whether it's healthcare services, educational resources, or consumer products, accessibility must be front and center in designing for this demographic. Convenience, ease of use, and multi-language support are non-negotiables.

In this context, our report becomes not just an informative resource but a strategic tool, enabling brands, healthcare providers, and governments to make informed decisions and meaningful interventions for the betterment of older adults.

Insights From the Report:



GetSetUp is on a mission to help those over 55 learn new skills, connect with others and unlock new life experiences.

- Digital Literacy: The necessity of digital literacy for older adults is the key theme here. With critical sectors like healthcare moving online, this report makes the case for government-sponsored tech education. GetSetUp addresses this urgent need with specialized courses and dedicated tech support to help older adults navigate the digital landscape confidently.
- Staying Active: The report underscores the cost-saving benefits of active physical, mental, and social engagement, areas where GetSetUp's varied health-focused course offerings like chair yoga and meditation, are already making a difference.
- Customizing Offerings: Brands can no longer afford to overlook the varied interests and financial capacities of older adults. This report cautions against the one-size-fits-all approach, urging brands to recognize the size and diversity within this demographic. It shows opportunities for brands to customize their offerings to this growing consumer demographic and insights to help them do so effectively.

This report highlights the indispensable role of social interaction and lifelong learning in fostering a robust sense of well-being among older adults. GetSetUp offers a multitude of options for continued learning and socialization, perfectly aligned with many U.S. State Plans aimed at enriching the lives of older residents.

Lawrence Kosick, President and Co-Founder of GetSetUp, said, "This report is more than just data; it's a call to action. It emphasizes the need for multi-faceted support for older adults, covering healthcare, technology, financial planning, and social engagement. We're here not just to spotlight these needs but to partner with organizations to meet them. The opportunity to better serve the fastest growing segment of our population is truly significant."

GetSetUp's collaborative ethos is at the heart of its mission. The organization is actively seeking partnerships that augment its extensive service portfolio and provide holistic support to America's growing aging population.

[Download the report](#) here:

[2023 Active Aging Report](#): Comprehensive Insight into Technology's Impact on Social Determinants of Health

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