

How We're Meeting the Needs of Today's Baby Boomers

By Leslie Curtis

Chances are that if you're reading this, you're a baby boomer—someone born between 1946 and 1964. That makes you older, but not old. It also makes you part of the largest generation of Americans born in U.S. history.

At Regents Park of Boca Raton, we know you're savvy, independent, active, and information seekers. Still, we also know your life is crazy busy. You're not only encountering your own medical issues, but often are primary caregivers for your aging parents and your own children. Many of you are sometimes responsible even for your grandchildren.

Most of you are doing that while *still* holding down a job.

We know, too, that despite all the jokes about older people being lousy at all things Internet, you're not. You may still enjoy a regular newspaper, but 75 to 80 percent of you also use the Internet. As a matter of fact, you lead the pack in growth on Facebook, and some 80 percent of you seek health information online.

Regents Park, of course, has a website. But because baby boomers are careful researchers who visit social networking sites, we also make ourselves accessible online in places where you go.

We have a Facebook page, LinkedIn page, Google+ page and YouTube videos featuring our own staff and real patients. Our thinking? As good as it is to have a website, websites are one-way streets. Social media sites? Those are two-way streets for *sharing* a conversation. And with video, we can *show* you—not just tell you—what we do and how we do it.

We have WiFi in our facility, but we also offer a free app for iPhones and Android phones. With it you can ask our administrator questions, drop a note to our admissions people, and dial our number in one touch—all things we've learned are especially helpful for baby boomers who have parents staying with us.

None of this means we've abandoned traditional ways of reaching out. We believe we need to go where you go to help in your quest for information. Don't overlook us when we're at the Boomer Expo, or participating at events in Century Village, Kings Point and the like. We'll always do our best to keep up with you.



Leslie Curtis

Visit our YouTube channel at www.youtube.com/regentsparkboca to see some of these programs in action. You may change your opinion about what a modern rehabilitation center and nursing home is all about.

Leslie Curtis is the Director of Business Development at Regents Park of Boca Raton. For more information, please call 561-483-9282 or visit www.regentsparkboca.com.



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