BoomersHub helps seniors find services geared to their needs | Photo source Dominik Lange on Unsplash

**Platform acts as one-stop-shop for elderly care**

The platform is a clearing house for information on different senior living options

**Spotted:** There are around 75 million baby boomers in the US, making up more than 20 per cent of the population. That is a lot of people, and they are all now either already at retirement age, or fast approaching it. These people will soon be needing senior services – whether it is help with independent living, assisted living, or nursing home care. But it is not that easy to find available options. This is where BoomersHub comes in. BoomersHub is a one-stop platform that serves as a bridge between seniors and qualified care providers.

BoomersHub was set up to help seniors find services specifically geared to their needs. The company reaches users both online and in person. In addition to acting as a search tool for those looking for accommodation or assistance, the site also has dedicated and vetted local experts who can offer advice, personalised tours to facilities, and help with moving. The search tool acts like an AirBnB for senior living facilities, complete with images and lists of amenities.

Facilities and advisors that sign up with the BoomersHub platform are offered a range of services, including marketing, a dashboard to track leads, and a central customer screen system. The site also provides comprehensive advice and links on everything from veteran’s benefits to the difference between IADLs (Instrumental Activities of Daily Living) and ADLs (Activities of Daily Living).

The site promotes itself as a one-stop shop for help, simplifying the process of gathering the necessary information on care options – information which can be scattered widely.

Explaining the motivation behind the company’s foundation, Chowdhury Arefin, Director Strategy Operations, recounts that, “A few years back, I was looking for a suitable memory care facility for a family member of mine which took a lot of time and effort to search. I could not find a lot of
information online and it was quite a task to visit the facilities one by one. Though we found one in the end, the service was underwhelming. That is when I felt like there is a scope for a platform like BoomersHub to thrive!

As the baby boomers age, we are seeing a huge number of innovations aimed at this particular generation. Springwise & has covered a range of these, from a “summer camp” version of retired living built by Jimmy Buffet to connected shoes that send an alert when the wearer falls. Never before has a generation had so many care options.

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**Takeaway:**

As the Baby Boomer generation ages, senior care has become a very big business. By 2028, the long-term care market in the US is expected to reach a market size of around $1.7 trillion. That translates to a lot of services, and navigating the various options can be very complex, especially for seniors who are making a difficult transition. Getting good information about which is the right choice for care is crucial. That is the niche BoomersHub hopes to fill – by providing all the resources people need to make a decision that will lead to a 'happy tomorrow'.