



Maintaining Wellness and Healthy Aging in the Time of COVID-19

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GCOA: Leaders Who Understand that Healthy Aging Drives Society Wellness and Silver Economy

Global Coalition on **Aging**



CORE FOCUS AREAS



SILVER ECONOMY



ACTIVE & HEALTHY AGING



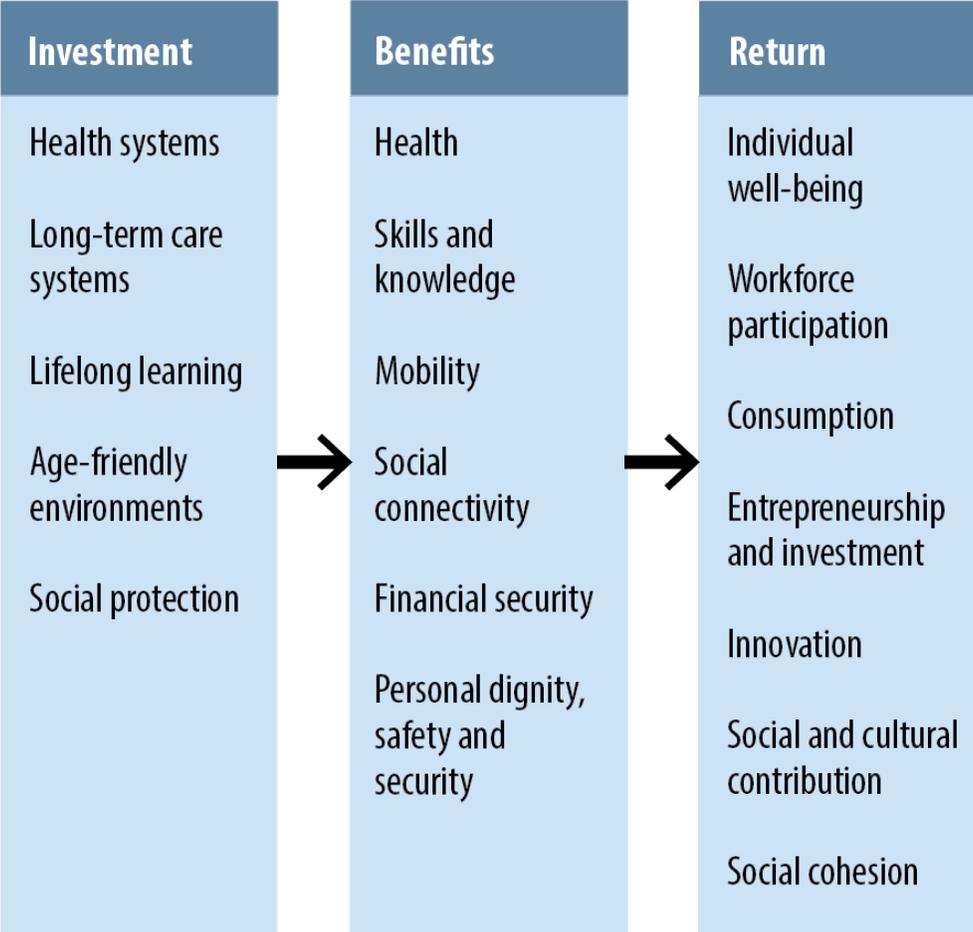
ELDER CAREGIVING

Healthy Aging Is an Investment, Not a Cost



The goal: To maintain functional ability

Functional ability requires efforts to build and maintain physical and mental capacities across the life course and into older age and to provide the support a person needs to compensate for losses in these capacities that will likely occur over time.



The Value of Wellness Illuminated by the COVID-19 Pandemic

Our **GCOA COVID-19 Insights Series** has examined three key focus areas in the context of COVID-19:

- (1) Healthcare transformation,
- (2) The “new normal” in the workplace, and
- (3) The intersection between the two.

To gauge current trends and sentiments on these topics, GCOA has collected learnings, ideas and perspectives on the outlook for how and why employers should engage their employees differently in the time of COVID.

Health and wellness is clearly at the center.

We collected insights from three primary sources:

1. Conversations with senior executives from GCOA member companies, both one-on-one and during four sessions with our members and advisors
2. GCOA survey titled “Work in the Time COVID”
3. Expert advice gleaned from GCOA’s affiliate network of the G100 Companies



GCOA's Five Key Takeaways

1

Across every sector, **innovation** is being accelerated due to smart decision-making, openness to collaboration, and a willingness to leverage existing infrastructure.

2

Employers are increasingly valued as actors in the public health arena and have unprecedented opportunities to transform the way we live and work.

3

The unforeseen consequences of COVID-19 are impacting **health systems** but offer new and unexpected areas for growth and creativity, especially in wellness and prevention.

4

Elder Caregiving must be recognized for its essential role in maintaining physical and mental health and reducing isolation in older adults, therefore promoting workplace productivity.

5

At a moment of crisis, the **Decade of Healthy Aging** and other efforts to promote global cooperation and leadership are more important than ever in combating ageism.