



A G I N G C A R E

AN ECONOMIC DEVELOPMENT STRATEGY
FOR GREATER LOUISVILLE

LOUISVILLE'S AGING CARE LEADERS

COMPANY	EST. 2009 REVENUE (IN MM)	EST. 2009 EMPLOYMENT
Almost Family Inc.	\$298	100
Atria Senior Living Group Inc.	\$183	200
Humana - Medicare	\$18,740	1,800
Kindred Healthcare Inc.	\$4,270	1000
Pharmerica Corp.	\$1,841	230
Res-Care Inc.	\$1,579	450
Seniorcare LLC	\$300	130
Trilogy Health Services LLC	\$382	310
TOTALS	\$27,593	4,220

Louisville is at the center of the growing Aging Care industry in the United States. With over 4,000 professionals producing over \$27 billion in revenue, Louisville's nursing home, assisted living, home health and Medicare management community is the most well developed in the country. In addition, the presence of world class suppliers, ground breaking research and firms catering to the lifestyle changes of an aging demographic have lead to an infusion of innovation and activity.

The community's strategy to develop and enhance this industry cluster is well underway. Components of Louisville's Aging Care Economic Development strategy include:

- The creation of the country's first aging care accelerator that will house and assist in the development of early-stage product and service companies seeking to bring new ideas to the Aging Care industry. Concepts for the accelerator will come from university research, individual entrepreneurs, and the local Aging Care industry. Top tier industry executives are engaged to assist with the development and provide a systematic plan for success.
- A simulation lab on the campus of the Aging Care accelerator that will demonstrate new products and best practices in the industry.
- The creation of a \$5 million fund designed to assist with the development of the companies that come through the incubator. The fund is managed by executives from the local long-term care industry.
- A partnership between the University of Louisville and the local Aging Care industry that creates a not-for-profit think tank focused on the development of cutting edge ideas and concepts. Concepts from the think tank will be produced into white papers, workshops, symposiums and publications.
- The creation of collaborative forums between members of the local Aging Care industry, local government and subject matter experts. These forums are open to entrepreneurs and those seeking insight on the industry.
- A direct and strategic effort to attract business to Louisville that can benefit from the proximity to this industry cluster.
- A focus on the growth and development of existing business within the Aging Care sector.
- Development of a roster of service providers to the industry and their specialties. Because of the well developed aging care industry Louisville has a large base of suppliers and service providers that specialize in aging care. We are indexing these providers to simplify the navigation of resources.
- The promotion of Louisville as an epicenter for thought leadership in the industry through media campaigns, presence at industry events, and relationships with industry associations.