

# BABY BOOMERS:

## Redefining The Way We Live From Birth to Death

Baby Boomers are the most influential generation of our time, shaping the way our society has lived for more than 50 years.

This enormous demographic group redefined birth when they had children of their own, calling for more natural approaches in maternity care.

Today there are more than 76 million boomers in our country, and as the first of them start to retire, marketers want to understand how they view aging. Just as boomers influenced the current standards of childbirth care, they will certainly help to redefine the standards of care around aging.

### Panelists

#### Tina Cassidy

Author of "Birth: The Surprising History of How We Are Born"  
SM& Vice President

#### Len Fishman

President & CEO  
Hebrew SeniorLife

#### Pamela Goodman

President  
Beacon Communities Development LLC

#### Joanne Handy

President & CEO  
Visiting Nurse Association of Boston

#### Dr. Jeffrey Levin-Scherz

Chief Medical Officer  
Atrius Health & Harvard Vanguard Medical Associates

### Sponsors



**Wednesday,  
January 30**  
7:30 a.m.— 9:30 a.m.  
North Atlantic Room,  
Boston Harbor Hotel



**Moderator**  
**Martha Bebinger**  
Reporter & Producer,  
WBUR

