

# ELDER

# CARE

# MANAGEMENT

## DEMENTIA

Medicines for dementia simply are not important factors only one part of the care. In a person with dementia other treatments activities and support for the carer are more just as important in helping people to live well with dementia.



Year	17	30
2017-18	17	30
2018-19	10	109

## FINANCIAL

Designate someone you trust as your financial power of attorney, appoint a trusted contact for accounts and investments, stay in touch with elder house and get to know your local area caregivers.



Eligibility 60  
Tax Benefit Deduction to Rs. 15 Lakh Under section 80 Car  
Interest Rate @ 6%  
Investment limit - minimum - 7000 - maximum - 15 lakh

## GOVERNMENT INTERMISSION

## HYPERTENSION

Effect of antihypertensive treatment in decreasing cardiovascular events. Use of non-pharmacologic therapy in older persons.



Year	2007	Percentage
2016-17	24448	21.7%
2017-18	30392	24.7%
2018-19	37023	24.8%
2019-20	44813	21.5%

## DEPRESSION

Group Cognitive Behavioral Therapy (GCBT), Interpersonal Psychotherapy (IPT), Group Life Review Therapy, Medications.



Year	Percentage
2011	8.6%
2014	10.1%
2018	13.1%

## DIABETES

Eat Healthy Diet, Test Blood Sugar Regularly, Take Medication Promptly, Check Limbs For Wounds Daily, Get More Exercise.



Average claim size per patient is Rs. 16,578. Over 18,000 E cards issued over 15,000 hospitals expanded.

## CANCER

Malignation in Cancer Health leads to poorer health outcomes. It also results in an increased burden to health care. It should be an essential part of cancer care.



Year	Incidence	Mortality
2020	197.1	170/250
2015	116.6	7.00/292
2012	14.6	8.00/551

## PHYSICAL HEALTH AND DEPENDENCY

Fortunately alternatives like assisted living facilities, day membership and senior centers help older people live independently. These values were the minded people in the home age people get to gather and help one another cope in this challenging period.



Year	Percentage
2017-18	31.5
2018-19	32.7
2019-20	33.9
2020-21	34.3
2021-22	41.2%











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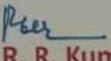
AVISHKAR COMPETITION 2023

## CERTIFICATE OF PARTICIPATION

This is to certify that *Mr./Miss* ..... *Gangdhar Pranjal Raju* ..... *Third Prize*  
of Vivekanand College, Kolhapur (Empowered Autonomous) has participated in College Level Research  
Competition for UG / PG "AVISHKAR 2023" under Humanities, Languages and Fine Arts / *Commerce,*  
*Management and Law / Pure Sciences / Agriculture and Animal Husbandry / Engineering and Technology or*  
*Medicine and Pharmacy, held at Vivekanand College, Kolhapur (Empowered Autonomous) on 3<sup>rd</sup> November, 2023.*

  
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VIVEKANAND COLLEGE, KOLHAPUR

DEPARTMENT  
OF  
B.B.A.









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# GERIATRIC MANAGEMENT BUSINESS OPPORTUNITIES

UG 23

## INTRODUCTION

Geriatric management involves providing comprehensive care and support for the elderly population, addressing their physical, mental, and social needs. This field encompasses various services and interventions aimed at enhancing the quality of life and promoting the independence of older adults. The growing need for geriatric care is driven by the increasing life expectancy and the associated health and social challenges faced by the elderly population.



The elderly population is an integral part of the global workforce, contributing significantly to the economy. However, they face numerous challenges, including age-related health issues, social isolation, and financial difficulties. Addressing these challenges requires a holistic approach that combines medical, social, and economic interventions.

**RESEARCH**  
A study conducted in India revealed that the elderly population faces significant challenges in accessing healthcare services. The study identified the need for specialized geriatric care and support services to improve the quality of life for older adults.

Geriatric management offers a wide range of business opportunities, from providing specialized care services to developing support programs for the elderly. Entrepreneurs in this field can focus on areas such as home care services, assisted living facilities, and geriatric rehabilitation centers.

By understanding the unique needs and preferences of the elderly population, entrepreneurs can develop innovative solutions that address their specific challenges. This includes providing personalized care, social engagement opportunities, and financial planning services.







Shivaji University, Kolhapur

**Avishkar 2023-2024**

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