



# The AI Tsunami Is Coming! Will You Ride the Wave or Get Washed Out?

A webinar about the changes AI can make for Aging in Place Professionals



# Why This Is Important NOW!

I was listening to **Episode 176 of the Leveraging AI podcast** with Isar Meitis – the title was, *“ChatGPT’s Change Everything (Again)... AI Boosts Productivity by 37%, Capabilities Doubling Every 7 Months.”*

Sounds dramatic, right? But it stopped me in my tracks.

Isar talked about:

- **AI’s doubling speed** – and what that means for jobs and industries. A new study by an organization called Metr (metr.org) researched the length of tasks that AI can handle autonomously. AI’s capability has been doubling every 6-7 months but just recently it’s been doubling every 3 months!
- **Bill Gates’ prediction** that AI will replace doctors and teachers within a decade. On a recent visit to The Tonight Show with Jimmy Fallon, he cites revolutionary advancements in healthcare, education, and climate change solutions as significant opportunities provided by AI.
- **GPT-4o’s** jaw-dropping new image generation capabilities (and what it kills off). Programs like, Canva, Photoshop, and even graphic designers should be paying attention.
- **And humanoid robots** that can cook your eggs and lift 65 pounds – possibly your next warehouse crew.

We’re going to explore **the Good, the Bad, and yes – even the Ugly** when it comes to AI and the future of aging in place.

This isn’t just about what’s coming – it’s about how you can **prepare, pivot, and thrive** in the middle of one of the biggest shifts we’ve ever seen in how work gets done.



# THE GOOD: AI as a Growth Accelerator for AIPPs

1. **Marketing Gets Easier (and Cheaper):** AI tools like ChatGPT, Claude, and Perplexity and even Deepseek, can write blog posts, create social media content, email campaigns, and even answer client questions based on what your clients are searching for. No need to hire expensive marketing firms – AI levels the playing field.
2. **Client Communication & Education:** AI can help you create personalized education for clients – think FAQ bots, onboarding emails, or interactive guides for caregivers and families. Translate content into multiple languages (Spanish, Mandarin, etc.) with almost no extra effort.
3. **Process Automation:** Use AI to automate intake forms, appointment setting, home safety assessments, or follow-up checklists. Predictive tools may soon help identify clients at risk of falls or hospitalization using home sensor data + AI analysis.
4. **Business Insights:** Tools like ChatGPT can help with business planning, identifying niche markets, pricing strategy, even scripting phone calls or presentations.

🧠 **Takeaway:** A small AIPP practice can punch above its weight using AI – more impact, less time and cost.

An abstract, colorful background on the left side of the slide, featuring swirling, smoke-like or liquid-like patterns in shades of pink, purple, blue, and teal. The colors transition from light pink at the top to darker purple and blue at the bottom, with teal and light blue at the very bottom left.

# THE BAD: Adapt or Get Left Behind

1. **The Learning Curve:** AI tools can feel overwhelming. Many AIPPs are not tech-native, and keeping up may feel like drinking from a firehose. The constant updates mean what you learn this month may be outdated in six months.
2. **Clients Might Expect More Tech-Savvy Services:** As clients and their families see AI used elsewhere, they may expect smoother intake forms, faster responses, better documentation, or fall detection tools integrated into home environments. AIPPs not using AI might appear behind the times, even if their services are excellent.
3. **Commoditization Risk:** AI can make basic services – like standard home safety checklists or simple home evaluations – super quick and easy to do. But that means more people can offer the *same* thing. If your service doesn't feel personal or special, clients might choose someone else who's faster or cheaper.



# THE UGLY: Disruption & Displacement

1. **AI Replacing “Lite” Services:** AI could replace basic home assessments, simple training materials, or generic consultation calls – especially if big-box companies jump in and offer AI-driven DIY solutions. Insurance companies and Medicare might start to prefer “AI-assisted” vendors that can scale nationwide and cut costs.
2. **Labor Shifts:** Humanoid robots (seriously!) could eventually perform tasks like lifting, medication reminders, or basic caregiving. This might impact in-home caregiver roles over time. Warehousing and supply chain improvements (powered by AI and robots) could change product delivery and sourcing – including how DME or AIP products are provided.
3. **Ethical and Legal Minefields:** AI-driven health recommendations could raise liability issues. Clients may act on AI-generated advice without consulting a licensed pro, creating legal gray areas.

# Your AI Action Plan: How to Stay Relevant and Thrive as an Aging in Place Professional

## 1. Embrace the Tools (Don't Ignore Them!)

- Try free versions of AI tools like ChatGPT or Claude. But I do recommend the paid versions (\$20/month).
- Use AI to help write blog posts, social media content, or educational materials for clients. But always check and edit what AI gives you.
- Explore tools for email automation, appointment scheduling, or follow-ups. Programs like Brevo.com for emails and follow ups, Calendly.com for scheduling.

### ◆ 2. Learn Just a Little Every Week

- Pick one short AI video or podcast to listen to weekly (start with Leveraging AI or The AI Breakdown).
- Join a LinkedIn group or follow hashtags like #AgingInPlace and #AIForSmallBusiness.
- Attend an AI webinar or training once a month.

### ◆ 3. Focus on What AI Can't Replace

- Deliver personalized service that feels human, empathetic, and relationship-based. A podcast and/or Youtube video can be a great way to do this.
- Offer in-person expertise, emotional support, and hands-on problem solving – things AI can't do well.
- Share real stories and testimonials that highlight your unique value.

### ◆ 4. Upgrade Your Client Experience

- Add convenience with things like digital intake forms, online appointment booking, or instant resource guides.
- Use AI to create customized educational handouts in multiple languages.
- Make your communication faster and more responsive using AI templates. I use Gmail templates for this.

***BTW:** I'll make a webinar next week on how to use Gmail templates - I think you will love it!!*

### ◆ 5. Protect Your Business from Being "Too Basic"

- Avoid offering only generic services. Go beyond checklists – focus on *solutions*.
- Niche down: specialize in dementia-friendly design, veterans' needs, rural aging in place, etc.
- Offer packages or consultations that are tailored, not templated.

### ◆ 6. Watch the Trends That Could Disrupt You

- Stay aware of robot caregivers, smart home tech, and AI health tools.
- Know what larger companies and insurers are doing with AI – it could impact referrals or competition.
- Be ready to pivot if client needs or expectations start shifting.

### ◆ 7. Collaborate with Tech — Don't Compete Against It

- Partner with smart home installers, telehealth providers, or remote monitoring services.
- Integrate basic AI tools into your services and educate your clients about them.
- Use tech as a helper, not a replacement for your expertise.

### ◆ 8. Keep Your Humanity Front and Center

- Remember: AI is fast and smart, but people trust people.
- Keep showing up as a trusted guide, advocate, and expert for older adults and their families.

**And yes, I used a free version of the AI program called [Gamma.app](#) to create these slides!**