



BOOMER PROJECT®



GENERATIONS AT WORK

New Dynamics in Healthcare

The healthcare workplace in America is undergoing a dramatic change as Boomers are aging and starting to head towards retirement and are being replaced by young adults, members of Gen X and Gen Y. The result is a healthcare workplace unlike anything we've seen in the last 40 years.



That's why the Boomer Project and its partner firm, Southeastern Institute of Research (SIR), have launched national studies of the various generations and their attitudes and impressions about workplace issues, with special emphasis on the healthcare industry.

The findings from this work, and other studies done on the generations, are shared in a new, practical presentation by the Boomer Project called "Generations at Work: New Dynamics in Healthcare."

Aging Boomers Are Just The Beginning

It's true that aging Boomers are all over the news. Over the last three years the Boomer Project has quickly established itself as the leading authority on marketing to aging Boomers. Through that work the firm and its founder, Matt Thornhill, have appeared on NBC Nightly News with Brian Williams, CBS Sunday Morning, CNBC, MSNBC and NPR's "Marketplace." Plus, Matt's been quoted in recent cover stories about aging Boomers by BusinessWeek and Newsweek, as well as articles in The New York Times, Washington Post and Los Angeles Times.

Organizations from financial services firms, healthcare associations, consumer products companies, retailers, and travel and tourism industry organizations have hired the Boomer Project to speak at conferences, events and training sessions.



Understanding Generational Generalizations

But Boomers aren't the only story when it comes to today's workforce. Gen X and Gen Y are now on the scene and the interplay of the different generations is fast becoming a challenging management issue.

The Boomer Project and SIR have recently completed additional studies that uncover clear and distinct differences between the three generations in today's healthcare workplace. Their findings and insights will help your organization better manage this diverse workforce, providing you with practical tips and techniques for finding, hiring, training and retaining each generation.

"Gen X and Gen Y are now on the scene and the interplay of the different generations is fast becoming a challenging management issue..."

**Based on new research among
Boomers, Gen X and Gen Y!**



Boomers, Xers and Y's

The Battle for Control

The relationships and interactions between the three dominant generations in today's healthcare workforce can be managed only when one better understand each generation's mind, heart and soul.

That's why the Boomer Project's Matt Thornhill, a 23-year veteran of the advertising business, joined forces with the Southeastern Institute of Research, a 40-year-old national research firm, to focus on this issue.

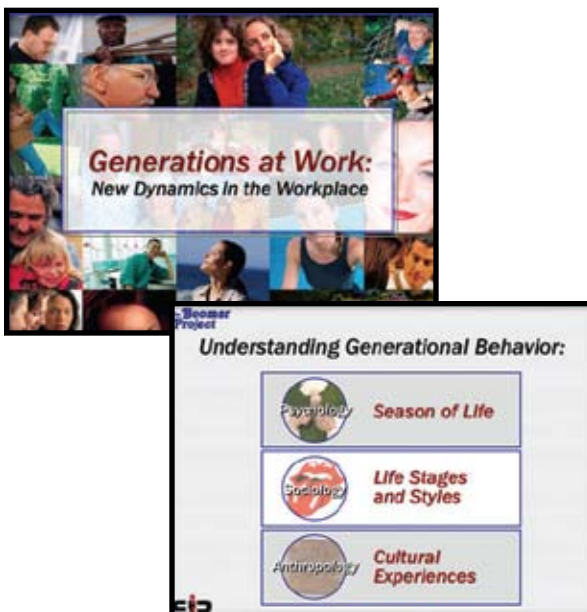


Matt Thornhill

The Boomer Project helps companies and organizations better understand the mindset of today's Baby Boomers. They also help marketers develop specific strategies and tactics for reaching Boomers more effectively. SIR has extensive experience studying the other two generations in its work for a range of clients. Put together, the Boomer Project and SIR can offer unique and meaningful insights into how to better manage each generation.



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Praise For "Generations At Work:"

"Your session was a real eyeopener and will help us as we plan for the future. Someone told me that she learned more in your session than she did during an 8-week college course on generations. How about that!"

Donna Blanchard
Director of Education Services
Los Angeles Metro

"Let me also say that it was a terrific presentation. I have heard from lots of people today about how much they learned and also how much they enjoyed being there. You really advanced our collective thinking. We look forward to thinking about other ways we can work together."

Vicki Hoak
Executive Director
Pennsylvania Homecare Association