Please join us for the June ASQ Boston Evening Workshop, presented by the new ASQ New England Healthcare Special Interest Group! Our topic is a timely discussion of how the Healthcare, BioPharma, Medical Device, and Quality industries must adapt to meet the changing needs of older patients.

**Thursday, June 27, 2013 from 5:30 PM to 9:00 PM (EDT)**

**Embassy Suites**

**Waltham, MA**

**Topic Description:**
The aging of America promises has enormous implications, as well as opportunities, for businesses over the next 20 to 30 years. Although the demographic shift toward growing senior consumers is predictable, the impact of this on business is not. To prepare, we must explore questions such as: Who are the aging consumers? How are they different than their younger counterparts? And how will businesses prepare for changes ahead? There is a need for gerontologists to join forces with business leaders to guide development of age appropriate products and services. Based on consumer behavior research on seniors we will discuss their needs, wants, motivations, and life stage changes and implications for businesses. Areas with anticipated increase in needs will include Access to Information and Services, Safety and Wellbeing, and Social Networking.

**Speaker Bio:**
Dr. Dave Jatin, M.D., a geriatrician and a hospice and palliative care specialist is a medical director for geriatrics at Tufts Health Plan in Watertown, MA, He is a graduate of Gujarat University B.J. Medical College in India. Dr. Dave completed his
residency in Internal Medicine at the University of Illinois College of Medicine, and subsequently completed a General Internal Medicine fellowship at New York University. Dr. Dave then went on to complete the Harvard Fellowship in Geriatric Medicine and also received a master's degree in public health from the Harvard School of Public Health.

In addition to patient care, Dr. Dave is committed to clinical education and teaches geriatric medicine to medical students, residents, and fellows, with a goal of improving the care that older patients receive. In 2004, he was selected as a Rabkin Fellow. This one-year fellowship, which was administered by the Carl J. Shapiro Institute at Beth Israel Deaconess Medical Center, provides Harvard Medical School faculty with an opportunity to advance their academic careers in medical education. He also received the prestigious Geriatric Academic Career Award, a career development award for academic geriatricians.

A particular interest of Dr. Dave's is improving communication between clinicians and patients. He says, "Like many other things in life patient preferences regarding treatment options are quite variable, and at the Center for Older Adult Health, we strive to provide individualized, patient-centered care suited to each person based on his/her preferences."