Week 6: Literature Review

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# Literature Review

A demographic timebomb will create significant pressure on the global health care system because people live longer, have fewer children, and medical costs continue to increase (Piggott, 2016). When patients cannot afford the required care, either the quality decreases or social programs must fund the difference. Demographic specialists predict that by 2050 nearly “80% of the global elderly population will be from low- to middle-income countries (Muhsin, Munyogwa, Kibusi, & Seif, 2020, p. 1).” Welfare programs within those countries carry the risk of being economically constrained and unable to provide adequate services. Medical facilities need mechanisms to defuse the situation by reducing costs and deferring the transition to an assisted living home.

## Who is the customer

There is a demographic timebomb that is waiting to explode. Since the

## What is the customer problem

## What is most the critical customer benefit

## How do we know its important

* Poor level of knowledge

## What does the customer experience look like