Adjust Your Lifestyle!

The Trillion-Dollar Healthspan Opportunity

How Ten Additional Healthy Years Could Keep America Healthy, Wealthy, and Wise

By Dr. Eric Plasker, DC

Americans are living longer--but too many are spending their additional years struggling with chronic disease, limited mobility, medication dependency, loss of independence, and long-term care.

This is the healthspan-lifespan gap.

Lifespan is how long you live. Healthspan is how long you remain healthy, active, capable, independent, and able to enjoy the people and activities that make your life meaningful. The average American healthspan-lifespan gap has been estimated at approximately 12.4 years.

What if you and your family could reclaim ten of those years?

Where Would the Money Stay?

One economic model estimated the societal value of a ten-year improvement in longevity and health at approximately $367 trillion for the current U.S. population.

That is not a government budget saving or a pile of available cash. It reflects the broad value of healthier, longer lives--including lower medical costs, preserved productivity, greater independence, and more meaningful time with family.

When people remain healthy and functional longer, more money can stay in their retirement accounts, homes, businesses, communities, and family estates.

Nearly 70% of people turning 65 are expected to need some form of long-term support. Ten years of assisted living can cost approximately
$744,000, while ten years in a private nursing-home room can exceed $1.29 million.

Imagine if that need could be delayed or dramatically shortened. More family wealth could remain available for travel, grandchildren, charitable giving, homeownership, education, and creating memories rather than managing years of dependency.
Your Mobility Is a Valuable Asset

More than one in four older adults falls each year, producing approximately 37 million falls. One fall can begin a costly cycle of injury, hospitalization, inactivity, muscle loss, fear, isolation, and loss of independence.

That is why protecting your spinal health, posture, balance, strength, and mobility before a crisis occurs is so important.

At Plasker Family & Performance Chiropractic, our goal is not simply to help you feel better temporarily. We want to help you move better, function better, perform better, and continue doing what you love for as long as possible.

Chiropractic care can be part of a collaborative healthspan strategy that includes regular movement, strength and balance training, healthy nutrition, quality sleep, stress management, medication review with the prescribing provider, and appropriate medical care.

Healthspan is not something you begin thinking about at 65. It is built during childhood, athletic participation, working life, retirement, and every stage in between.

Ask yourself:

What would ten more healthy years allow me to do with the people I love?

At Plasker Family & Performance Chiropractic in East Cobb and Marietta, we help individuals and families protect their spinal health, nervous-system function, mobility, and lifelong performance.

Schedule your next appointment and begin investing in your healthspan today--so you can live at 100% for 100 years or more.

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