



RBC Wealth Management and Elder Caring Inc. partner to help educate clients on healthy ageing

Canadians are living longer, healthier lives than ever before. Just examine some statistics:

- Eighteen per cent of Canadians are over the age of 65 which is greater than the number of people under the age of 15.
- The number of people over 65 is expected to increase by 68 per cent over the next 20 years, making up 25 per cent of the population.
- 91% of all Canadians – and 100% of Canadians aged 65+ plan to live in their own homes as long as possible.

Canadians want to age with dignity and ensure we, and our loved ones, receive the care we need, which can be summed up in two words: **healthy ageing**. This is what happens when older Canadians effectively prepare for, navigate and implement sound personal finance, investment, and planning decisions. There are many obstacles that can impact a person's ability to age in a healthy manner: dementia, Alzheimer's, financial elder abuse, enough savings to safely stay in their homes as they age, and more.

Continuing its focus to enhance clients' peace of mind, preparedness, and security, RBC Wealth Management is now partnering with [Elder Caring Inc.](#), and recognized expert in life care planning, ageing and caregiving issues, Audrey Miller, to extend its services to the firm's investment advisors (IAs) and counsellors (ICs). As part of the partnership, IAs and ICs may engage Audrey to assist their clients with strategies for care and support, navigating the healthcare and home care systems and caregiving challenges.

This latest partnership is another example of the importance RBC Wealth Management places on healthy ageing. It currently has partnerships with the [National Institute on Ageing](#) where they provide Canadians with the sound information and resources needed to achieve financial well-being and general peace of mind about the unpredictable future, as well as the [Women's Brain Health Initiative](#) which focuses on educating families about brain-ageing conditions that affect women and can have a devastating impact on their financial stability and retirement security.