**Template Press Release for stakeholders, state execs, partners, etc.**

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**LeadingAge Shares New Vision for Health Care System Reform**

[Insert city] -- [Insert time frame], LeadingAge releases a new report that focuses on health care system reform, *Integrated Service Delivery: A LeadingAge Vision for America's’ Aging Population*.

In the report, LeadingAge offers 2 recommendations for reform that focus on improving the aging experience in America for all:

1. Develop and support an integrated service model for older adults.
2. Develop a universal LTSS insurance system to provide important financial support for this integrated service model. (A [companion paper](http://www.leadingage.org/sites/default/files/A%20New%20Vision%20for%20Long-Term%20Services%20and%20Supports_FINAL.pdf) from LeadingAge describes the critical need for, and the basic elements of, this new LTSS insurance program.)

Addressing the needs of a rapidly growing older population could be considered one of the major challenges facing the United States over the next few decades.

“LeadingAge is cognizant of this looming challenge. But we also see our nation’s changing demographics as an *unprecedented opportunity* to redesign the current system for delivering health care and long-term services and supports (LTSS) to older adults,” said Katie Smith Sloan, president & CEO of LeadingAge.

Bolstered by the aging of the baby boomer generation, the older population will increase 56% by 2030, when 72 million Americans will be 65 or older. Roughly 80% of these older Americans will live with multiple chronic conditions that require interaction with multiple health care providers.

[Insert quote from organization representative]

Read the full report.

[Insert organization boilerplate]