



## Hemisphere Centre for Health & Wellness Inc.

### Financial Projections

Life Insurance Business Case

	Data	Calculation	Sources
Number of people aged 60 or older	57,084,000	A	US Census Bureau (2010 data)
<b>2009 data (incidence, not prevalence):</b>			
Number with dementia (diagnosed)	287,500	B	
50% undiagnosed	<u>287,500</u>	C	Alzheimer's Association (US) (2011 Alzheimer's Disease Facts and Figures)
Estimate dementia total	<u>575,000</u>	D= B + C	Plassman, B.L., et al (Incidence of Dementia and Cognitive Impairment, Not Dementia in the United States)
Cognitive Impairment Not Dementia (CIND) factor	1.42	E	Plassman, B.L., et al (Incidence of Dementia and Cognitive Impairment, Not Dementia in the United States)
CIND	<u>814,000</u>	F = D x E	Plassman, B.L., et al (Incidence of Dementia and Cognitive Impairment, Not Dementia in the United States)
Total cognitively impaired in age group	<u>1,389,000</u>	G = D + F	
Total undiagnosed cognitively impaired in age group	<u>1,101,500</u>	H = C + F	
% cognitively impaired (new in year)	2.4%	I = G / A	
% undiagnosed (new in year)	1.9%	J = H / A	CIND plus undiagnosed dementia
# applications by individuals aged 60 or older	<u>1,690,541</u>	K	See calculation included in Insurance Underwriting revenue model
Undiagnosed applicants potentially successful in gaining insurance at preferred underwriting rates	<u>32,600</u>	L = J x K	