

Ryan Frederick

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“Living in the Age of Longevity gives us extra years, even decades, of life. Where and how we live matters. Research shows that thriving depends largely on lifestyle choices. We can choose not only to live longer, but to *thrive* longer.”

— Ryan Frederick

Longevity and Senior Housing Expert, Real Estate Developer, Author, Speaker, Founder & CEO of SmartLiving 360

ABOUT RYAN

Ryan Frederick is a dynamic speaker, thought leader, real estate entrepreneur and consultant. His work has been cited in [Forbes](#), The Washington Post and [Environments for Aging](#), among other outlets. His primary expertise lies at the intersection of healthy aging and place, including housing. In particular, he advocates for housing that fosters greater intergenerational relationships.

Ryan’s insight comes from a diverse background, which includes serving as an executive for a nationwide senior housing organization, principal in a private equity firm focused on senior housing and health care, and real estate developer focused on innovative, intergenerational housing models. He even lived in a senior community in his twenties.

As founder and CEO of SmartLiving 360, Ryan advised a wide range of clients, from health care systems to multifamily and senior housing developers and operators to institutional investors.

He speaks knowledgeably and passionately about issues related to healthy aging, senior housing, and how the place you live contributes to a vital and connected life.

AFFILIATIONS

The Johns Hopkins University

The Johns Hopkins University National Advisory Board (NAB)
Member for School of Nursing

Georgetown University McDonough School of Business

Member of AgingWell Hub, a cross-sector collaboration focused on improving aging through global innovation in the built environment and housing

Bipartisan Policy Center

Past Appointed Member of Senior Health and Housing Task Force and contributor to report “Healthy Aging Begins at Home”

Encore.org Public Voices Fellow

One of twenty fellows selected nationwide to help raise awareness of matters and opportunities related to an aging society

“A compelling keynote talk that inspired our participants to reimagine what’s possible, and help us all thrive in the Age of Longevity.”

— Jennifer Wilcox, Program Designer, *The Environments for Aging Conference*

KEYNOTES



Home is Where the Health Is: Unlocking the Power of Place in the Age of Longevity

Are you or your loved ones living in the right place during your current stage of life? Do you know all the possible options available? Do you know how to select the best place for you now and for the future? Your housing choice is critical to thriving and is a major drive for overall health and well-being. In this presentation, Ryan discusses the important role of place and how to determine the best choice for you now and into the future.

AUDIENCE: For consumers of all types

Innovation in Housing for Older Adults

We're on the cusp of a transformation in how we think about the role of housing in healthy aging. Expensive senior housing providers with bundled service models and remote community locations will face increasing pressures. Baby Boomers have a different mindset than their predecessors and many lack the financial resources to pay for these traditional housing models. In this presentation, Ryan discusses the evolution of real estate development products and services for older adults, how and why they're changing, and the implications for the near future. Learn about the importance of the changing psychographics of Boomers, the impact of our changing health care system on the senior housing market, and the opportunities afforded by enabling, disruptive technologies.

AUDIENCE: For real estate developers, senior housing providers and payors

So Happy Together: The Power of Bringing Generations Together Through Place

It's time to rethink senior housing. Communities that integrate people of all ages provide an enormous benefit to the well-being of their residents, in important and measurable ways. In this presentation, Ryan discusses the benefits of intergenerational housing and shares a creative and practical way to flip the current senior housing models upside-down for the betterment of all.

AUDIENCE: For real estate developers, senior housing administrators, policy makers, and architects

Big Data, Culture Change & the Evolution of Post-Acute Networks

What does it take to make your post-acute network successful and durable? Health care systems must increasingly rely on third party and open, post-acute networks to participate and benefit from population health data. Who are the leaders? What are they doing right? In this presentation, Ryan draws upon firsthand success stories and healthcare knowledge to define a list of specific steps for how you can make your post-acute network successful, with meaningful and actionable data as well as culture change at all levels of care.

AUDIENCE: For health care systems, hospitals, and senior housing administrators

Strategic Planning for the 21st Century: How Your Community Can Succeed in the Long Term

Are you competing in a red or blue ocean? Senior living communities can choose a proactive approach to claim untapped market share in the ever-evolving senior housing market. Disruptive innovation has impacted many industries, and senior living may be next. How can your community keep up and disrupt the competition rather than be disrupted? In this presentation, Ryan outlines fresh approaches to strategic planning, and how to apply them effectively in today's market.

AUDIENCE: For senior housing providers and aging service providers, particularly not-for-profit providers

PREVIOUS ENGAGEMENTS

Ryan has a comprehensive portfolio of speaking experiences throughout the country. He has been featured as a keynote speaker, moderator and lecturer at 30+ industry events including: Aging 2.0, NIC Conference, Direct Supply Customer Event, What's Next Boomer Summit, LeadingAge Expo, Senior Living Innovation Forum, Stanford SPIRE, AARP Future of Housing Roundtable, ASHA Conference, Medstar, Environments for Aging, Stria, and Cornell University.

AGING^{2.0}

SENIOR LIVING
INNOVATION FORUM

WHAT'S NEXT
BOOMER BUSINESS
Summit

LeadingAge™

PRESS & VIDEO

NIC Talks, TED Talk-style Video, [“A Journey from Isolation to Connection”](#)

Featured in Forbes, [“Want To Live A Healthier, Happier Life? Find A Friendly Apartment Building”](#)

Environments for Aging feature, [“All Ages Welcome”](#)

Washington Post feature, “Stories at Congressional Plaza Caters to Older Rockville Adults”

[Monthly SmartLiving 360 Blog](#)

Forbes

The Washington Post

EFA
ENVIRONMENTS FOR AGING

NIC

PUBLICATIONS

“Making Innovation Work” in Seniors Housing & Care Journal (2015)

“The Missing Ingredient in Senior Housing” in Stria (2018)

“The Health and Well-Being of Older Adults Should Be A Priority” in The Hill (2018)

“Home is Where the Health Is: Unlocking the Power of Place in the Age of Longevity” published by The Johns Hopkins University Press (2021)

CONTACT RYAN

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