



SCAN Health Plan Unveils ‘Trading Ages®’ in Virtual Reality at ASA 2019

What is Trading Ages?

Trading Ages is an interactive senior sensitivity workshop that provides participants first-hand experience with the challenges associated with aging.

The growth of the older adult population is impacting communities and families, as well as transforming the way organizations operate. This growth presents a unique challenge to understand the needs, experiences and perspectives of older adults.

SCAN Health Plan developed Trading Ages initially for its own employees, but quickly saw how other organizations – and the seniors they serve – could benefit. In each Trading Ages workshop, participants “experience” age-related conditions such as hearing loss, vision changes, loss of dexterity and more through role-playing simulations. Through these simulations and education, participants actively encounter the physical, social and emotional aspects of aging, providing greater insight and empathy.



The Next Generation: Trading Ages in Virtual Reality

As a leader in senior care for over 40 years, we’ve learned that no one can truly grasp the realities and difficulties of aging until we live them. This is why we’ve partnered with Primacy, an award-winning digital experience agency, to bring a virtual reality component to Trading Ages. Through technology, we’re able to bring the aging experience to life more authentically than ever before.

“Trying to explain something of this nature is almost like trying to explain a new color to someone. It’s really something one has to experience. Obviously, there’s no way we can do that unless we get older; but we’re using technology here as a leverage point. I thought it was very creative.” – Steven Wise, Digital Communications Coordinator.

“I’ve learned from the training that we need to understand that we can’t always see people’s losses. That means treating everybody with the dignity and respect they deserve, whether or not we see those losses.” – Cathy Harris, Supervisor, Health and Wellness Services, Independence at Home

About SCAN Health Plan

SCAN Health Plan is one of the nation’s largest not-for-profit Medicare Advantage plans, serving more than 200,000 members in California. Since its founding in 1977, SCAN has been a mission-driven organization dedicated to keeping seniors healthy and independent. Independence at Home, a SCAN community service, provides vitally needed services and support to seniors and their caregivers. SCAN also offers education programs, community funding, volunteer opportunities and other community services throughout our California service area.

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To learn more about Trading Ages, visit: independenceathome.org/our-services/trading-ages. For more on SCAN, please visit scanhealthplan.com.