

TODAY'S MUST READS – MAY 21, 2013

HEALTH CARE

FORGET TO TAKE MEDICINE? THESE PILLS WILL TELL YOUR DOCTOR

Wall Street Journal

Timothy Hay

May 20, 2013

Startup companies are coming up with new technologies aimed at getting people to take medicine only as directed.

<http://online.wsj.com/article/SB10001424127887324787004578494993650743434.html?KEYWORDS=medicare>

E.R.'S ACCOUNT FOR HALF OF HOSPITAL ADMISSIONS, STUDY SAYS

New York Times

Reed Abelson

May 20, 2013

Emergency rooms account for about half of the nation's hospital admissions and accounted for virtually all of the rise in admissions between 2003 and 2009, according to a study released on Monday.

<http://www.nytimes.com/2013/05/21/business/half-of-hospital-admissions-from-emergency-rooms.html>

POVERTY

REPORT: MORE SENIORS ARE LIVING IN POVERTY

Politico

Kathryn Smith

May 21, 2013

An alternative census estimate shows that more of America's seniors than originally thought are living in poverty — and that means the poverty rate could spike under certain Medicare reforms, a new analysis finds.

<http://www.politico.com/story/2013/05/report-more-seniors-are-living-in-poverty-91631.html#ixzz2TvuK2Rum>

SENIOR POVERTY IS MUCH WORSE THAN YOU THINK

Washington Post

Dylan Matthews

May 20, 2013

A new Kaiser Family Foundation report finds that the SPM poverty rate for senior citizens is actually higher than the official rate: 15 percent vs. 9 percent.

<http://www.washingtonpost.com/blogs/wonkblog/wp/2013/05/20/senior-poverty-is-much-worse-than-you-think/>

RETIREMENT

7 MISTAKES TO AVOID IN RETIREMENT PLANNING

USA Today

Rodney Brooks

May 21, 2013

There's a lot at stake, and most of us can't afford to screw up. So, we talked to financial planners about some of the most frequent mistakes they've seen.

<http://www.cnbc.com/id/100753484>

SEQUESTER

LATEST SEQUESTER VICTIM: MEALS ON WHEELS SENIORS IN SOLANO COUNTY

San Francisco Chronicle

Joe Garofoli

May 15, 2013

The effect of the federal sequester continues to hammer the poorest Californians, with word that Meals on Wheels of Solano County just got hit with an \$18,000 cut.

<http://blog.sfgate.com/nov05election/2013/05/15/latest-sequester-victim-meals-on-wheels-seniors-in-solano-county/>

SOCIAL MEDIA

THE OVERLOOKED: SOCIAL MEDIA MARKETING FOR SENIOR CITIZENS

Forbes

Katie Moran

May 20, 2013

There are currently 39 million people aged 65 and older using Facebook, Twitter, and Skype, making them the fastest growing age demographic on these sites.

<http://www.forbes.com/sites/sap/2013/05/20/the-overlooked-social-media-marketing-for-senior-citizens/>

SOCIAL SECURITY

WHAT ABOUT SOCIAL SECURITY BENEFITS FOR SINGLES AND THE DIVORCED?

PBS
Laurence Kotlikoff
May 20, 2013

Fifty-two percent of women over 60 aren't married, including nearly 70 percent of those over 75. What Social Security benefits are they entitled to? And what about single or divorced men?
<http://www.pbs.org/newshour/rundown/2013/05/what-about-social-security-benefits-for-singles-and-the-divorced.html>