

# Living for the Elderly, Universal Design, Architecture – How to Successfully Enter the Growing Healthcare Market

*»Let me take care of  
your market-entry strategy«  
Michael Schlenke*



**THE  
CARE  
TAKERS**

*addressing  
demographic  
change*

What do innovative types of living for the elderly look like?  
How can the demographic challenges be structured?  
What products and services are needed?

Michael Schlenke, an expert for age-appropriate product and strategy development, explores these and other issues with his consulting company, The Caretakers. A mixture of three modules makes it possible to develop an intelligent market-entry strategy for innovative concepts on the growing market of healthcare.



### Product and Strategy Development

We develop practical strategies and products in the context of the demographic change and implement them successfully with you. One example: The market entry we created for a European consortium was awarded the Innovation Prize at the “Altenpflege” tradeshow in 2014.



### Seminars, Keynotes and Facilitation

Be inspired by new thoughts, ideas and insight. One example: The planning and execution of a seminar format for architects on behalf of a well-known sanitary company. More than 500 professionals took part in the events. The lectures are recognized as continuing education courses by architectural associations.



### Publications, PR and Trade Journal Articles

We write easy-to-understand, well-researched articles and press releases and make sure your name appears regularly in the relevant business media. One example: The “Factbook Care” provides a concise overview of the structures underpinning the German healthcare market (available in English). Publication and start of distribution: 2016.

## Focus Countries

We open up and make the complex German healthcare market accessible to our German and international customers. There are many innovative ideas coming from our European neighbours, with a special focus on Belgium, the Netherlands and Scandinavia. Find out what the destigmatising, generation-spanning solutions look like in these countries.

## Principles

We base our work on the principles of Universal Design and Healing Architecture. Take advantage of our practical tips and specialist know-how in these fields. As experts in Universal Design, we regularly evaluate and recommend selected generation-appropriate product solutions.



After completing an apprenticeship as a cabinetmaker, Michael Schlenke, founder and owner of The Caretakers, studied business economics at the Rosenheim University of Applied Sciences. He worked in the furniture industry as a managing director and business developer and successfully tapped into different markets worldwide. Today, he advises industrial companies, operating companies, diplomatic missions, engineering offices and architects on how to enter the growing market of healthcare. Schlenke is a member of international think tanks, a specialist for age-appropriate product development and a Universal Design expert. As a freelance journalist, he writes articles for architecture magazines. He also holds talks all over Europe on such topics as the Aging Society, Healing Architecture and Universal Design. Schlenke was born in 1963 and lives near Düsseldorf.

Member

Universal Design Forum e.V.



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# The Caretakers – Product and strategy development for innovative types of living in the housing industry and the care, health and social real estate market

*Judith Niehaus, Senior Advisor Health Sector, Royal Danish Consulate, Munich*

*“Practical advising, a new way of thinking and extensive know-how in the industry had us convinced. We are particularly proud of the Factbook Care, which Michael Schlenke wrote for us.”*

*Thomas Kannengießer, Director Product Management, Villeroy & Boch, Mettlach*

*“Mr Schlenke has already been ‘taking care’ of our activities on the healthcare market for a number of years now. The mixture of custom-fit market studies, competent consulting for product development and networking with top decision makers has helped us a great deal.”*

*Julian Weyer, Partner C.F. Møller Architects, Copenhagen*

*“In his lectures on growth potential in the field of health and care real estate, Mr Schlenke gets right to the point and provides architects and building planners with a fresh, new way of looking at things.”*

*Wolfgang Sattler, Professor for Product Design, Bauhaus University Weimar*

*“Universal design needs ambassadors who successfully combine business with a social mind-set. Michael Schlenke is one of the few who manage to do this.”*



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