

A close-up portrait of Esther Greenhouse, a woman with long, wavy, dark hair with grey highlights. She is wearing a dark blazer and a silver hoop earring. The background is a neutral, light-colored wall.

ESTHER GREENHOUSE, MS, CAPS LONGEVITY STRATEGIST

STOP FORCED FRAILTY & IMPOVERISHMENT BY DESIGN

ENABLE PEOPLE TO MAINTAIN THEIR PHYSICAL
& FINANCIAL INDEPENDENCE WITH AGE

KEYNOTES

TRAININGS

STRATEGIC INITIATIVES



SILVER TO GOLD
STRATEGIC CONSULTING

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STRATEGIES THAT TURN SILVER TO **GOLD**



ESTHER GREENHOUSE, MS, CAPS

A catalyst for positive change, Esther Greenhouse, CEO of Silver to Gold Strategic Planning, is a longevity strategist and corporate gerontologist working to reduce frailty and impoverishment due to preventable long term care needs. She helps organizations reduce the costs of failing to meet the needs of older clients and older workers, with an emphasis on minimizing long term care and caregiving demands and costs. Ms. Greenhouse brings nearly 30 years of experience and a unique constellation of expertise in gerontology, environmental psychology, design, city & regional planning, and caregiving.

Ms. Greenhouse's expertise has been sought by AARP International for the development of the multiyear Equity by Design initiative for the creation of Enabling and Equitable Housing and Multigenerational Communities, based on her Enabling Design Approach. She has been invited to contribute her expertise presenting for the Clinton Global Initiative, co-authoring the American Planning Association's first Aging in Community Policy Guide, and on the design of the U.S.'s first elder-focused emergency department. Ms. Greenhouse was the Strategic Director for one of the nation's first Age-Friendly Centers for Excellence in Tompkins County, NY.

Her experience creating and facilitating unique and model events, teaching both professionals and university students, developing community-wide and international initiatives, combined with her extensive network, make her an invaluable resource to organizations ready to create positive change. She is shaping the field as an industry scholar for the Cornell Institute for Healthy Futures and for several years taught a course on her work. Her expertise was requested for the book Independent for Life, and for two PBS series on design for aging. In the building industry, she was recognized as an award-winning instructor and leader in Universal Design and Aging in Place by the National Association of Home Builders. Ms. Greenhouse served on a subcommittee for the NYS Master Plan on Aging and was an inaugural member of the Investing for Health Advisory of the International Well Building Institute (IWBI). Most importantly, Ms. Greenhouse was the primary caregiver to her mother for 10 years, applying her expertise to enable her mother to delay moving to a facility, preserving quality of life, reducing caregiving demands, and saving the family and the government \$500,000 to \$1.5 million.

Decline by Design is Preventable
Improve Their Lives & Improve Your Bottom Line



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