

What needs to change to support people in later life?

As the landscape of retirement is evolving the industry, policymakers and service providers are faced with many different issues.

This roundtable plans to look in detail at some of these issues including,

- Lack of savings
- Rising incidence of mental health and;
- Potential for data-driven, goal-based solutions

with a view to discussing what needs to change to support people in later life.

As part of this, we want to explore why and how people engage with the industry to shed light on new techniques and perhaps different ways of framing their engagement.

The roundtable discussions will help build the foundations of rigorous research to be carried out by the PPI which will be instrumental in informing the discussions and debate around this complex topic.

Furthermore, Life Moments will use the insights to explore, design and test new data-driven customer propositions to gain a deeper understanding of how people in later life might be supported.

Together, Life Moments and the PPI, believe that a responsible use of personal data and applying behavioural science to financial services can create better outcomes.

The roundtable will be run on the morning of 3rd October involving a range of industry professionals and relevant subject matter experts.

We are confident that together we can do more to support people in later life.

Ben Leonard
CEO & Co-Founder, Life Moments

Chris Curry
Director, Pensions Policy Institute

Background & About Us

The **Pensions Policy Institute** is an educational research charity whose vision is to improve later life outcomes by providing the evidence to shape policy.

In previous years the PPI has undertaken a major series of reports looking at the evolution of the Future Life.

The Future Life: The implications of a longer life: the series explored what pensions and retirement might look like in the future in terms of wellbeing and the wider social, economic and demographic trends and projections. This research linked pensions, retirement and long-term saving to wider aspects of social life including health, economics and social wellbeing and general socioeconomic, cultural and economic conditions.

The PPI has also carried out rigorous research around Consumer Engagement, looking at **barriers and biases**, the reasons behind people's decisions and the lessons behavioural economic theory offers policy-makers, particularly in relation to engagement in pension decisions. These reports have helped to identify key teachable moments throughout life where engagement could benefit.

Life Moments is a lifestyle business developing software to help people Play life, better. Using data-driven, goal-based frameworks they are building digital coaches to support people as they navigate life events.

Their products provide education, personalised guidance and integrations with product & service providers to deliver an end-to-end service. Through their trend data insight dashboards, they support industry in gaining a much deeper understanding of where people need help whilst also enabling an advance fact-find to ease the onboarding burden.

The first product offering from Life Moments is [FirstHomeCoach](#): a handy app for first-time buyers. The app brings everything a prospective home buyer needs together in one place making the home buying process faster, cheaper and less stressful. For corporate clients, the app supports digital customer nurturing, cross-selling and also onboarding leading to a far better online customer experience.

Life Moments is now actively exploring other life moments, including how the Bank of Mum & Dad can support retirement planning and the role of personalised guidance in Divorce.