



MARY FURLONG
and ASSOCIATES
Intelligence • Insight • Impact

PRESENTS

WASHINGTON
INNOVATION IN LONGEVITY
Summit



EATON HOTEL & NATIONAL PRESS CLUB
WASHINGTON, DC • DECEMBER 10 & 11, 2018



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HERE FOR
FAMILY
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No one ever hopes to become a family caregiver. But it's a role that 40 million Americans play every day. AARP Family Caregiving is here to help. We can make it easier for patients, employees, and their family members to get answers, help connect with and learn from other family caregivers, and guide to useful resources online and close to home.

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Lori Bitter

MANAGING PRODUCER:
DAY 1
Alisha Tharani

CO-PRODUCER
Susan Davis

MFA ASSOCIATES
Annsley Hiles
Jennifer Banta
Pat Stenson

CONTRACTED TEAM
Meaghan McMahon
Molly McMillan
SDI team

LEGAL ADVISOR
Dan Furlong, Esq.

WEBSITE
Pat Campbell

GRAPHIC DESIGN
Barbara Lande

MARKETING PARTNERS

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ABOUT MARY FURLONG & ASSOCIATES



**MARY FURLONG
and ASSOCIATES**
Intelligence • Insight • Impact

For sixteen years, Mary Furlong & Associates (MFA) headquartered in the San Francisco Bay area has provide our clients with strategy, business development, marketing and communications support and access to investors and financing support. The services provided by the firm are unique and geared to opportunities with baby boomers, senior markets and the longevity economy. MFA is the producer of two conferences annually, What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit, and in 2018 the Washington Innovation in Longevity Summit has been added to the portfolio. These events serve to highlight the tremendous opportunity in the marketplace.

SOCIAL MEDIA



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WELCOME & OVERVIEW

GLOBAL PARTNERSHIPS IN HEALTH AND AGING

You may wonder, why global health partnerships? In examining the direction of our clients, we have discovered that many of them are going to market in a global economy, so we have partnered with the Canadian Centre for Aging + Brain Health Innovation (CABHI), to design this global-forward program, which looks at innovation in health and cognitive fitness.

Monday morning — grab your coffee and **Wake Up to What's Trending**, a discussion of some of the market's latest innovations and topics. This will be followed by spotlights on **Neeraj Singhal**, Chief Revenue Officer of **Because Market**; **Brenda Irwin**, Founder and Managing Partner of **Relentless Ventures** in Vancouver; and **Steve French**, Managing Partner of **NMI Solutions** which will illuminate their perspectives on building a marketplace in the longevity market, investment in tools and technology affecting how we manage our health, and how the 60+ demographic is maintaining their health.

With an economy of \$7.6 trillion globally, we will certainly benefit to hear from a panel of expert investors and executives from China, the USA, Japan, and France on investment trends they are exploring.

Elements of Innovation will examine three perspectives on the innovation in the longevity marketplace, followed by an opportunity to **Meet the Author, John Zogby**, who will discuss his new book on global tribes and trends.

Lead by **Andy Miller**, Product Development and Innovation Executive at the **AARP Innovation Lab**, a panel of innovative entrepreneurs from around the world, including **Carrie Shaw, Embodied Labs**; **Rachel Francine, Musical Health Technologies**; and **Jonathan Aberman, Tandem Innovation Alliance** and **Amplifier Ventures**, will be profiled. This will lead into a spotlight on *Global Innovation and Entrepreneurship*, taking a look at some of the ways Canada is turning to entrepreneurs and innovative means to best serve its growing 60+ population.

Three breakout sessions on partnerships (domestic and global) and navigating nonprofits, and a discussion of **Hot Topics in the Longevity Marketplace** round off the afternoon. Following these sessions **Susan Davis**, CEO and Chairman, **Susan Davis International** will lead a panel of investors and stakeholders to summarize the key takeaways from the day. There will also be an opportunity to engage in an interactive networking event involving a global pitch for partners.

WHERE THE LONGEVITY ENTREPRENEUR MEETS THE REGULATORY ENVIRONMENT

We are very excited about this first-of-its kind DC summit in which the stakeholders in the longevity economy meet and discuss market innovation, the changing regulatory environment, and the top issues and experiences of entrepreneurs.

Nancy LeMond, EVP of **AARP** and Chief Advocacy and Engagement Officer will deliver the opening keynote, offering a broad look at today's key issues in Caregiving and the Longevity market segments. A panel of industry stakeholders will respond, including **David Inns**, CEP of **GreatCall** and **GINNA Baik**, Senior Care and Aging Technology Strategist for **CDW Healthcare**.

We will explore the **Business Models for the Aging in Place** market, sized to grow to \$20 billion by 2020. The conference will feature many of the companies serving both aging in place and caregiving markets including: **CareLinx**; **Honor**; **LifePod**; and **Livpact**.

The hearing technology industry is in the middle of a market transformation and stakeholders will offer insights about the changes. Respondents will come from both nonprofit and for-profit sectors.

Continued on next page

WELCOME & OVERVIEW

One of the most innovative technology arenas are the offerings collectively known as Voice First products and services. **Laurie Orlov**, Principal Analyst of **Aging in Place Technology Watch**, will lead a panel that includes **Dr. John Loughnane**, Chief of Innovation of **Commonwealth Care Alliance**; **Stuart Patterson**, CEO of **LifePod Solutions**; and **Ryan Elza** of **AARP Foundation**.

Today there are 44 million caregivers coping with sometimes two generations while they are at work. The government and some companies are offering new labor policies designed to better support family caregivers. In other cases, workers have shifted into the on-demand (gig) economy, taking jobs that help with flexibility. In addition, there are on-demand companies like **SilverRide**; **Envoy**; **CareLinx**; and **Honor** shaping their offerings to better serve family caregivers.

Early in my career (SeniorNet 1986) I discovered the power of making a corporate announcement at the National Press Club. We are so fortunate to have **Myrna Blyth**, the top award-winning editor and Editorial Director of **AARP** in a featured appearance along with a panel that includes reporters and journalists that speak to the boomer/senior audience in print and new media, and in blogs and video.

Senior Housing serves a critical need for families and seniors. We have a stellar panel led by **John Yedinak**, Co-Founder and EVP, **Aging Media**, that includes three industry leaders in housing: **Dan Hutson**, Chief Strategy Officer, **HumanGood**; **Vivian Vasallo**, Partnerships and Innovation Director, **Fannie Mae**; and **Wendi Burkhardt**, CEO and Co-Founder, **Silvernest**.

We also have the latest in retail trends and can discover how companies are going to market in partnership with retailers and the military. We'll hear from **Robert Wray**, CEO, **BlueStar SeniorTech** and learn more about the Hasbro spin out, **Ageless Innovation**. Its CEO **Ted Fisher** will share his domestic and global strategy with his successful launch of the Joy for All brand.

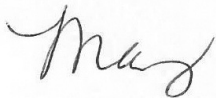
We end the day with a featured session on best practices for forming partnerships that work. Then wrap it all up with fast-paced summary and exciting new announcements and predictions for 2019!

This is a summit rich with content and people and possibilities! Let the longevity innovation and revolution begin in DC — we know that an aging population is an opportunity for business and a mandate for participation from government and the NGO sector. Let's accelerate innovation based on conversations and deals that can happen at this summit.

I would like to recognize and thank all of our sponsors, without whom this event would not be possible.

To you, our participants, thank you for your contributions to and enthusiasm for the Longevity Market and your efforts to improve the lives of seniors around the world. I am hopeful that the Washington Innovation in Longevity (WIN) will become a successful, annual summit and that the exchange of information and ideas will bring you back next year.

All the best and Happy Holidays,



CEO Mary Furlong & Associates

Executive Producer, Washington Innovation in Longevity Summit

Dean's Executive Professor of Entrepreneurship, Leavey School of Business, Santa Clara University

Founder, Senior Net.org (1986), ThirdAge Media (1996), Mary Furlong & Associates (1992)

www.washingtoninnovationsummit.com

MONDAY AGENDA

8:00 – 10:00 am

8:30 – 8:45 am
Beverly Snow A

8:50 – 9:15 am
Beverly Snow A

9:20 – 9:55
Beverly Snow A

9:55 – 10:05 am
Beverly Snow A

10:05 – 10:15 am
Beverly Snow A

WASHINGTON INNOVATION SUMMIT

DAY 1 — EATON HOTEL — MONDAY, DECEMBER 10, 2018
GLOBAL PARTNERSHIPS IN HEALTH AND AGING

REGISTRATION & COFFEE

WELCOME & INTRODUCTIONS

Dr. Allison Sekuler, Managing Director, **CABHI**
Mary Furlong, CEO and Founder, **Mary Furlong & Associates**

WAKE UP TO WHAT'S TRENDING

What does it take to succeed as an innovator and business in the global longevity market? While there are differences in business models, regulations and technologies, there are a number of guiding principles and methods that can lead to success in the longevity market. As the summit kicks off, we will hear from three of the leading innovators in the field as to the lessons they have learned and how their companies have each succeeded in this exciting market.

INTRODUCTIONS: **David Lindeman**, Director, Healthcare, **CITRIS**

SPEAKERS: **Michael Phillips**, Director of Technology Strategy Integration, **AARP**

Dr. Marc Rothman, Chief Medical Officer, **Kindred Healthcare, LLC**

Todd Smith, CEO and Founder, **myFamilyChannel**

Cary Ussery, CEO and Founder, **Livpact**

GLOBAL CONSUMER TRENDS AND MARKETING

MODERATOR: **Lori Bitter**, Senior Strategist and President, **The Business of Aging**

PANELIST: **Carol Olson**, Vice President of Consumer Marketing, **Starkey Hearing Technologies**

Patricia M. "Trish" D'Antonio, Vice President, Professional Affairs, **The Gerontological Society of America**

SPOTLIGHT: BUILDING A BUSINESS MARKETPLACE

In this compelling story, Neeraj Singhal will describe how he was at the start of Uber, a transportation marketplace and what it takes to build a brand and develop global business relationships. He will then describe his pivot into the longevity marketplace with his new company, Because Market, a new kind of e-commerce firm focusing on products in the incontinence space and other line extensions.

INTRODUCTION: **Fahad Aziz**, Contributor, **Forbes**

SPEAKER: **Neeraj Singhal**, Chief Revenue Officer, **Because Market**

SPOTLIGHT: DIGITAL HEALTH INVESTMENT, GROWTH ENABLING PARTNERSHIPS, AND INVESTMENT IN HEALTHY AGING

In 2018, we have witnessed powerful partnering growth ranging from insurance companies collaborating with tech innovators to sport and wearable technology companies partnering with medical organizations. All partnerships have a core mission, to improve health outcomes. In this session, Brenda Irwin will speak to the unprecedented levels of technology adoption, investment in digital health technology, and key changes in the regulatory environment catalyzing the healthy aging and healthy living partnerships.

INTRODUCTION: **Fahad Aziz**, Contributor, **Forbes**

SPEAKER: **Brenda Irwin**, Founder and Managing Partner, **Relentless Venture Fund**

MONDAY AGENDA

10:15 – 10:25 am
Beverly Snow A

SPOTLIGHT: THE NEEDS OF OLDER ADULTS

Learn how today's older adults age 60+ are maintaining their health, why they're taking more responsibility, and what health issues are of most concern to them.

INTRODUCTION: [Fahad Aziz](#), Contributor, *Forbes*

SPEAKER: [Steve French](#), Managing Partner, **NMI Solutions**

10:25 – 10:30 am

SPOTLIGHT QUESTIONS AND ANSWERS

10:35 – 11:20 am
Beverly Snow A

GLOBAL INVESTMENT IN THE LONGEVITY ECONOMY

The Longevity Economy is estimated to be worth \$7.6 trillion globally, according to Oxford Economics, making it the third largest economy after the United States and China. In this panel, four investors and executives share how they view the Longevity Economy in the context of markets that matter, including insights from China, France, Japan, and the U.S.

MODERATOR: [Mary Furlong](#), CEO and Founder, **Mary Furlong & Associates**

PANELISTS: [Mel Barsky](#), Director, Business Development, **CABHI**

[Guillaume Deybach](#), CEO, International Healthcare

[John Hopper](#), Chief Investment Officer, **The Ziegler Link•Age Funds**

[Kevin Qian](#), Founding Partner and Managing Partner, **MWE China Law Offices**

11:25 am – 12:05 pm
Beverly Snow A

THE ELEMENTS OF INNOVATION — THREE PERSPECTIVES

Innovation is a truly confusing concept — it is the business buzzword that people love to hate. Is it transformation? A breakthrough? What is the role of consumer relevance — especially as we examine innovation in the context of the Longevity Market. In these TED-style talks, our speakers share their unique perspectives on innovation.

MODERATOR: [Lori Bitter](#), Senior Strategist and President, **The Business of Aging**

SPEAKER 1: [Nigel Smith](#), Hatchery Director, **Hatchery at AARP**

SPEAKER 2: [Saeed Elnaj](#), Chief Information Officer, **National Council of Aging**

SPEAKER 3: [Rohit Bhargava](#), Founder and Chief Trend Curator, **Non-Obvious Company**

12:05 – 12:55 pm
Beverly Snow B

LUNCH

1:00 – 1:20 pm
Beverly Snow A

MEET THE AUTHOR

Beyond Age Cohorts: We Are All Members of Tribes

After a lifetime of crunching polling data and sorting through the uniqueness of age cohorts, John Zogby has discovered a new methodology that allows individuals to self-identify into tribes that tell us more about their values, aspirations, personalities, and behaviors. "Tribal Analytics" not only is a new look at who we really are, but it is potentially an empowering device to enable us to build bridges connecting us by what we share in common as opposed to what drives us apart.

INTRODUCTION: [Bob Blancato](#), President, **Matz, Blancato, and Associates**;

Immediate Past Chair, **American Society on Aging**

[John Zogby](#), Partner, **John Zogby Strategies LLC**, Author of *We Are Many, We Are One: Neo-Tribes and Tribal Analytics in 21st Century America*

[Jeremy Zogby](#), Partner, **John Zogby Strategies**

1:25 – 1:55 pm
Beverly Snow A

GLOBAL INNOVATION & ENTREPRENEURSHIP PANEL

What does it mean to be an "Innovation Hub"? How do we define the most important elements of innovating in the Longevity Market and create criteria for the entrepreneurs we choose to support? Hear and listen to the stories of entrepreneurs that are important to watch.

MONDAY AGENDA

2:00 – 2:20 pm
Beverly Snow A

2:20 – 2:25 pm

2:25 – 2:35 pm

2:35 – 3:25 pm
Beverly Snow A

Barnett-Aden Room

The Salon Room

MODERATOR: **Andy Miller**, Senior Vice President of Innovation and Product Development, Office of Enterprise Innovation, **AARP**

PANELISTS: **Jonathan Aberman**, Founder and Managing Director, **Tandem Innovation Alliance and Amplifier Ventures**

Rachel Francine, CEO and Co-Founder, **Musical Health Technologies**

Carrie Shaw, CEO and Founder, **Embodied Labs**

GLOBAL INNOVATION & ENTREPRENEURSHIP: SPOTLIGHT ON CANADA & GLOBAL HEALTH PARTNERSHIPS

Canada is an aging country — there are now more Canadians over age 65 than under 15. More than 10% of the 65+ population is expected to have dementia, stretching to \$20 billion of out of pocket spending by 2031. With its caregiving responsibilities and costs growing, Canada must cultivate and acquire innovation across multiple categories to care effectively for its aging population.

Dr. Allison Sekuler, Managing Director, **CABHI**

INTRODUCE BREAKOUT SESSIONS

Lori Bitter, Senior Strategist and President, **The Business of Aging**

NETWORKING BREAK

Please choose one of the following Breakout Sessions:

BREAKOUT #1: BEST PRACTICES FOR FORMING AND MAINTAINING PARTNERSHIPS

Partnerships (marketing, selling, and product development) provide the energy and momentum for emerging companies to reach a market and for established companies to cultivate startups. What are the best practices for forming and maintaining partnerships?

MODERATOR: **Dr. Marc Rothman**, Chief Medical Officer, **Kindred Healthcare, LLC**

PANELISTS: **Dr. Brian Holzer**, CEO, **Lacuna**

Aditya Mangal, Vice President of Operations, **CareLinx**

Todd Smith, CEO and Founder, **myFamilyChannel**

BREAKOUT #2: NAVIGATING ASSOCIATIONS AND NONPROFITS

From startups to stalwarts, firms struggle to navigate the world of associations in the age-related markets. Meanwhile, associations and nonprofits want to understand innovation trends and the landscape of emerging product and service companies. How should this landscape be viewed and how can these different perspectives be leveraged? This session includes executives from the Home Care Association of America (HCAOA), AARP, GSA, and NCOA.

MODERATOR: **Mary Furlong**, CEO and Founder, **Mary Furlong & Associates**

PANELISTS: **Jean Accius, PhD**, Vice President of the Long-Term Services & Supports and Livable Communities Group, **AARP Public Policy Institute**

Dianna Campbell-Saulsbury, Chief Development Officer, **National Council on Aging**

Scott Code, Associate Director, **LeadingAge CAST**

Jack York, President and Co-Founder, **It's Never 2 Late**

BREAKOUT #3: GLOBAL HEALTH PARTNERSHIPS

With the world's populations aging at unprecedented rates, technology changing rapidly, and funding resources growing more strained, there is an increasing need for policy makers, providers, and entrepreneurs to establish global partnerships that ensure the best ideas and insights are transforming the aging experience. Hear from leaders and experts who have successfully established a global footprint.

MONDAY AGENDA

3:35 - 3:45 pm

3:45 - 4:10 pm
Beverly Snow A

Barnett-Aden Room

4:20 - 4:30 pm

4:30 - 5:00 pm
Beverly Snow A

5:00 - 5:10 pm
Beverly Snow A

MODERATOR: **Alisha Tharani**, Manager of Strategic Partnerships, **CABHI**, Managing Producer & Co-Host, **Washington Innovation Summit**

PANELISTS: **David Lindeman**, Director, Healthcare, **CITRIS**
Dr. Henry Mahncke, CEO, **Posit Science**
Chris Wong, CEO and Co-Founder, **LifeSite**

BREAK

Please choose one of the following Breakout Sessions:

HOT TOPICS IN THE LONGEVITY MARKETPLACE

Hear from experts about the trending topics that concern older adult consumers and the companies who serve them. Get new insights and hear firsthand how these trends are affecting the market right now.

MODERATOR: **Carrie Nixon**, Managing Partner, **Nixon Law Group**

SPEAKERS: **Pat Campbell**, CEO, **Greysites and Terra Nova**; recent COO of **Mahatma Ganga, LLC.**

TOPIC: Growth in the Cannabis and CBD market and its implications for the health and well-being of older adults.

Jay Newton-Small, CEO and Founder, **MemoryWell**

TOPIC: Person-centered care — Why personalizing care is a top priority for providers.

Jim Mathews, Co-Founder and CFO, **OneClick.chat**

TOPIC: Leveraging Human-Centered Design in the Longevity Market

NETWORK WITH A PURPOSE AND APPOINTMENT

We all know the power of networking and building relationships. Whether you are an entrepreneur looking for investors, investor looking for deal flow, startup looking for distribution, or established companies and nonprofits looking for market innovations — join us for the ultimate speed networking session that will shine the spotlight on the most important brand in the room — yours! Come ready to speak efficiently and SPEEDILY about yourself, your company, and the deals you want to make.

MODERATOR: **PAUL STICH**, Chief Operating Office, **Countable**

***Full List of Participants can be found in the Program Insert*

***Please sign up at the Registration Desk*

BREAK

INVESTORS CAPSTONE

A rich day of content and community building around global health partnerships will culminate with a panel led by Susan Davis, co-producer and CEO of SDI International. Susan will lead a panel of investors and stakeholders to summarize the key takeaways from the day and the direction for 2019 for global health partnerships and entrepreneurs. Expect to have a summary of the entrepreneurs as well as the categories and countries to watch.

MODERATOR: **Susan Davis**, CEO and Chairman, **Susan Davis International**

PANELISTS: **Fahad Aziz**, Co-founder and Chief Technology Officer, **Caremerge**

Dr. Allison Sekuler, Managing Director, **CABHI**

George Vradenburg, Chairman and Co-Founder, **UsAgainstAlzheimer's**

ACKNOWLEDGEMENTS AND REVIEW FOR NEXT DAY

Mary Furlong, CEO and Founder, **Mary Furlong & Associates**

TUESDAY AGENDA

WASHINGTON INNOVATION SUMMIT

DAY 2 — NATIONAL PRESS CLUB — TUESDAY, DECEMBER 11, 2018

WHERE THE LONGEVITY ENTREPRENEUR MEETS THE REGULATORY ENVIRONMENT

8:00 – 9:00 am

REGISTRATION & COFFEE

9:00 – 9:10 am
Ballroom

WELCOME & INTRODUCTIONS

Mary Furlong, CEO and Founder, **Mary Furlong & Associates**

9:10 – 9:30 am

SUPPORTING OUR NATION'S FAMILY CAREGIVERS

One year ago, AARP brought together leaders and experts from many fields to explore ways to make the big responsibilities of caregiving a little bit easier. Today, Nancy LeaMond joins us to revisit the themes from that event — political action, technology advancements, employer supports, and more. She will also share the advances made in caregiving over the past year and explore where we need to go from here to support America's 40 million family caregivers

Nancy LeaMond, Executive Vice President and Chief Advocacy and Engagement Officer, **AARP**

9:30 – 10:00 am

STAKEHOLDERS IN THE CAREGIVING MARKET

What are the top priorities for stakeholders in 2019 and beyond?

MODERATOR: Mary Furlong, CEO and Founder, **Mary Furlong & Associates**

What are the top priorities for stakeholders in 2019 and beyond?

PANELIST: Ginna Baik, Senior Care and Aging Technology Strategist, **CDW Healthcare**
David Inns, CEO, **GreatCall Inc.**

10:00 – 10:40 am

REGULATORY ISSUES PANEL

As innovation in healthcare services and technology products surges, the entrepreneur and the regulator are increasingly crossing paths. These two sectors have more in common than you may think, especially when it comes to serving the longevity economy. This panel will bring experts on DC's regulatory environment to the forefront to help clear up some of the most common questions and confusions entrepreneurs have when first setting foot into this area.

MODERATOR: Nancy LeaMond, Executive Vice President and Chief Advocacy and Engagement Officer, **AARP**

PANELISTS: Jennifer Young, Partner, **Tarplin, Downs & Young, LLC**

***See additional panelist on Program insert*

10:40 – 10:50 am

NETWORKING BREAK

10:50 – 11:30 am

BUSINESS MODELS FOR AGING IN PLACE

The landscape for at-home support and care services is about to change, again. Panelist will discuss models focused on staffing and back-office partnerships, Medicare Advantage, Medicaid/Dual-Eligible and direct-to-consumer technologies. Hear the latest insights on these developments from three key perspectives — the entrepreneur, public policy innovator, and investor.

MODERATOR: Scott Peifer, Principal, **ChangeAGEnts**

PANELISTS: Carol Raphael, Senior Advisor, **Manatt Health Solutions**, Board Chair, **Long Term Quality Alliance** and former Board Chair, **AARP**

Seth Sternberg, Co-Founder and CEO, **Honor**

Kareem Zaki, Investor, **Thrive Capital**

TUESDAY AGENDA

11:30 – 11:48 am

STAKEHOLDERS IN THE HEARING MARKET

THE ELEMENTS: THE HEARING AID REINVENTED: Livio™ AI

Welcome to the hearing revolution! Starkey® Hearing Technologies has reinvented both the hearing experience and the hearing aid with Livio™ AI. Livio™ AI is the world's first hearing aid to utilize integrated sensors and artificial intelligence. With a ground-breaking ecosystem, superior sound quality and the ability to track brain and body health, Livio™ AI is a multi-purpose device that redefines what a hearing aid can do.

INTRODUCTION: David Lindeman, Director, Health, CITRIS

Sara Burdak, Chief Audiology Officer, Starkey Hearing Technologies

11:48 am – 12:00 pm

THE ELEMENTS: DISRUPTION

MODERATOR: Sara Burdak, Chief Audiology Officer, Starkey Hearing Technologies

PANELIST: Carol Olson, Vice President of Consumer Marketing, Starkey Hearing Technologies
Carole M. Rogin, Strategic Advisor, Hearing Industries Association (HIA)

12:15 – 1:00 pm

LUNCH

1:00 – 1:45 pm

VOICE FIRST FOR CAREGIVING AND WELLBEING

Offering Voice First services to older adult and vulnerable populations helps mitigate social isolation and improve connections with caregivers and families. In this session, hear from leaders who are making it happen.

MODERATOR: Laurie Orlov, Founder and Principal Analyst, Aging in Place Technology Watch

PANELISTS: Ryan Elza, Social Entrepreneur in Residence, AARP Foundation
Dr. John Loughnane, Chief Innovation Officer, Commonwealth Care Alliance
Stuart Patterson, CEO and Co-Founder, LifePod

1:50 – 2:30 pm

LABOR TRENDS, FUTURE OF WORK, AND THE ON DEMAND MARKET

According to the Bureau of Labor Statistics, the number of workers aged 55 years and older is projected to grow to 41 million people by 2024; some 13 million of these workers will be age 65 and older by then and still working. This fundamental shift in the workforce composition is creating new opportunities for entrepreneurship, as employers respond to new types of issues, like caregiving responsibilities and the employee's own health issues. This panel, a diverse representation of employees and policymakers, will explore the unique opportunities associated with this fast growing segment of older workers.

MODERATOR: Julie Halpert, Author & Journalist

PANELISTS: Sharon Emek, President and CEO, Work at Home Vintage Experts (WAHVE)
Heather Tinsley-Fix, Senior Advisor, Financial Resilience, AARP

2:30 – 2:50 pm

NETWORKING BREAK

2:50 – 3:10 pm

MEDIA SPOTLIGHT

Myrna Blyth is a powerhouse in the Longevity Marketplace — from *Ladies Home Journal* to the founding of *MORE Magazine* to editorial director of AARP Media. She led the revitalization of *AARP, The Magazine*, with 38 million readers, a growth of more than 15% in a decade. She's overseen AARP's move into digital content — the website has more than 13 million unique visits per month. In this Spotlight, she shares her thoughts on the role of media in the lives of today's older consumers.

Myrna Blyth, Senior Vice President and Editorial Director, AARP

TUESDAY AGENDA

3:10 – 3:45 pm

THE ROLE OF THE MEDIA IN LONGEVITY

The media is an influential part in the Longevity Market. Hear from media insiders on the role they see media playing now and in the future, and how business can work with publications and platforms to build our brands.

MODERATOR: **Susan Donley**, Publisher and CEO, **Stria**

PANELISTS: **Tara Bahrapour**, **Washington Post**

Myrna Blyth, Senior Vice President and Editorial Director, **AARP**

Stuart Rosenthal, Founder and Publisher, **The Beacon**

3:50 – 4:35 pm

TOP TRENDS DEFINING SENIOR LIVING IN 2019

Today's older adults are demanding more options, choices, and customization when it comes to living in senior housing communities or in their existing homes. Hear from a panel of senior living experts on how they are addressing emerging trends, challenges, and opportunities, and how entrepreneurs can leverage current demands for future success.

MODERATOR: **John Yedinak**, President and Co-Founder, **Aging Media Network**

PANELISTS: **Wendi Burkhardt**, CEO and Co-Founder, **Silvernest**

Dan Hutson, Chief Strategy Officer, **HumanGood**

Vivian Vasallo, Director, Innovation and Partnerships, **Fannie Mae**

4:40 – 5:15 pm

A NEW VIEW OF HEALTH & RETAIL

Consumers expect convenience, quality, and transparency when they spend their time and money. As the worlds of healthcare and health-related products converge with retail, consumers are looking for the same levels of convenience, access, and engagement — meaning they want companies to connect with them where they live. For companies, retail opens up opportunities to be more approachable, encourage healthy behaviors, and engage in unconventional ways. Hear from these companies on the cusp of this convergence.

MODERATOR: **Bud Myers**, Senior Director of Merchandising, **firstSTREET**

PANELIST: **Robert Wray**, CEO, **BlueStar SeniorTech**

PANELIST: **Ted Fischer**, CEO and Founder, **Ageless Innovation**

5:15 – 5:30 pm

CLOSING REMARKS

Bob Blancato, President, **Matz, Blancato, and Associates**;

Immediate Past Chair, **American Society on Aging**

Jeff Zimman, Co-Founder and Chief Dealmaker, **Posit Science**

5:30 – 5:35 pm

THANK YOU/ACKNOWLEDGEMENTS

Mary Furlong, CEO and Founder, **Mary Furlong & Associate**

SPEAKER BIOS



JONATHAN ABERMAN, Founder and Managing Director, **Tandem Innovation Alliance and Amplifier Ventures**

Jonathan Aberman is often recognized expert on innovation and entrepreneurship. He is a Lecturer at the Robert H. Smith School of Business, a columnist for the *Washington Business Journal* and host of What's Working in Washington on WFED radio. Jonathan is a member of the board of directors of many for profit and not for profit organizations and a policy advisor to federal, state, and local governments.



JEAN ACCIUS, PHD, Vice President of the Long-Term Services and Supports and Livable Communities Group, **AARP**

Jean Accius is a tri-sector leader with deep experience having served in positions across private, public and nonprofit sectors on healthcare, caregiving, long-term services and supports, housing, and transportation to support people's desire to age with options.



FAHAD AZIZ, Contributor, **Forbes**; Co-Founder and Chief Technology Officer, **Caremerge**

Fahad Aziz is the Co-Founder of CareMerge, a digital health company ensuring the aging experience is filled with peace of mind and joy. It is named one of the 2018 Inc. 5000 list of fastest growing companies in U.S. He is also a contributor to *Forbes* covering digital health and senior care.



GINNA BAIK, Senior Care and Aging Technology Strategist, **CDW Healthcare**

Ginna Baik is Senior Care and Aging Technology Strategist and practice leader for CDW Healthcare, a leading provider of technology solutions for healthcare organizations nationwide. Her combined experience from startup, senior care provider to largest technology distributor allows her to be a trusted advisor to the aging and technology industry.



MEL BARKSY, Director of Business Development, **CABHI**

Mel Barsky is responsible for developing and identifying new commercial opportunities that will expand the continued Canadian and international growth of CABHI, as well as leading the business development, marketing and communications functions of the organization. Mel brings to CABHI more than 25 years of leadership experience in venture capital, healthcare IT, sales, marketing, operations, financial services and information technology.



Rohit Bhargava, Founder and Chief Trend Curator, **Non-Obvious Company**

Rohit Bhargava is innovation and marketing expert and the founder of the Non-Obvious Company. He spent 15 years as a marketing strategist for Ogilvy and Leo Burnett, is the WSJ best selling author of six business books and also teaches innovation at Georgetown University.



LORI BITTER, Senior Strategist and President, **The Business of Aging**

Lori Bitter leads strategy, research and marketing at The Business in Aging, and formerly J Walter Thompson's BOOM. Her current book, *The Grandparent Economy* debuted in September 2015.



BOB BLANCATO, President, **Matz, Blancato and Associates**; Immediate Past Chair, **American Society on Aging**

Bob Blancato is the President of Matz, Blancato and Associates, the National Coordinator of the bipartisan 3000-member Elder Justice Coalition and of the Defeat Malnutrition Today coalition, and the Executive Director of the National Association of Nutrition and Aging Services Programs. Most recently, Bob is the Immediate Past Chair of the Board of the American Society on Aging and on the National Board of AARP.



MYRNA BLYTH, Editorial Director, **AARP**

Myrna Blyth is the Senior Vice President and Editorial Director of AARP Media, overseeing *AARP The Magazine*, the largest circulation magazine in the world, the AARP Bulletin, website, book department and AARP Studios. Previously she was Editor-in-Chief and Publishing Director of *Ladies' Home Journal* for more than twenty years. She was also founding Editor-in-Chief and Publishing Director of *More Magazine*.



Sara Burdak, Chief Audiology Officer, **Starkey Hearing Technologies**

Dr. Sara Burdak joined Starkey Hearing Technologies as an audiologist on the Hearing Research and Technology team in 1999. Over the last 16 years, Sara Burdak has worked to bring impactful programs to our global customer base. She is responsible for developing and aligning Starkey's global audiology strategy as it relates to education and training programs, the Department of Veterans Affairs, and customer and industry relations. Sara Burdak earned her bachelor's degree in audiology and speech sciences from Michigan State University, her master's

degree in audiology from Wayne State University, and her Au.D. from the Arizona School of Health Sciences.



Wendi Burkhardt, CEO and Co-Founder, **Silvernest**

Wendi Burkhardt is the CEO and Co-Founder of Silvernest, an online roommate-matching service for aging adults. In this role, she's responsible for the company's overall direction and strategic growth, as well as overseeing day-to-day operations. A seasoned entrepreneur, Wendi boasts more than 25 years of technology experience.



PAT CAMPBELL, CEO, **Greysites and Terra Nova**; recent COO of **Mahatma Ganga, LLC**

Pat Campbell is an accomplished entrepreneur and senior leader with an extensive history of spearheading innovative strategies that have grown a diverse range of consumer-based, multi-channel businesses. Her experience encompasses leading Fortune-500 publishing and financial service companies, Internet start-ups and a major-player in the Cannabis industry. Her expertise spans operations, marketing, sales, and customer experience solutions.



DIANNA CAMPBELL-SAULSBURY, Chief Development Officer, **National Council on Aging**

Dianna Campbell-Saulsbury is a mission-driven leader focused on nurturing profitable relationships with the nation's largest corporations, foundations, cause partnerships, and high net worth individuals. Campbell-Saulsbury has close to twenty years' experience in marketing, business/funds development, and team management.



SCOTT CODE, Associate Director of LeadingAge Center for Aging Service Technology Team, **LeadingAge**

Scott assists with shaping and executing CAST's strategies and work plans to expand and lead CAST's network. He is responsible for increasing CAST's exposure and coordinating technology initiatives that aim to identify barriers and opportunities to facilitate the use of technology in an aging society, including coordinating state-level activities in partnership with LeadingAge's State Affiliates.



Patricia M. "Trish" D'Antonio, Vice President, Professional Affairs, **The Gerontological Society of America**

SPEAKER BIOS

Patricia M. "Trish" D'Antonio, BSPharm, MS, MBA, BCGP, is responsible for managing the Society's relationships with other organizations in the aging arena, leading major Society programs and projects, and developing a strategy for future growth of the National Academy on an Aging Society (GSA's nonpartisan public policy institute).



SUSAN DAVIS, Chairman and CEO, Susan Davis International
Susan Davis is Chairman of Susan Davis International (SDI), a global strategic communications consulting firm, and Vice Chair of the Irish Smart Ageing Exchange (ISAX).



GUILLAUME DEYBACH, CEO/International Healthcare
Guillaume Deybach is a global executive with more than 20 years of experience in the fast growing travel and health services industries. Mr. Deybach recently served as the President & CEO of GeoBlue aka Blue Cross Blue Shield Global, providing International healthcare solutions to the globally mobile. Prior to that, Mr. Deybach served for 14 years as President & CEO of Europ Assistance for North America, providing Travel and Health protection solutions to leisure and business travelers.



SUSAN DONLEY, Publisher and CEO, Stria
Susan Donley is Publisher and CEO of Stria, trade media covering the longevity market. Stria (strianews.com) provides information, experiences, and content that inspires cross-sector solutions for our aging society. Ms. Donley also is a sought-after brand and marketing consultant for the field. Previously she served as Managing Director of PBS's Next Avenue.



Saeed Elnaj, Chief Information Officer, National Council on Aging

Saeed Elnaj is Chief Information Officer and Vice President for Information Technology (IT), where he is leading the drive toward new technology accelerators as a key to NCOA's strategic success. For more than 25 years, he has provided this kind of visionary and transformative IT leadership to global companies and nonprofits, including Oracle, Ericsson, AARP, and the Ooredoo Group. Elnaj is an industry thought leader on aligning and improving IT and business goals, translating business strategies into modern frictionless and insightful IT solutions, and facilitating enterprise growth.



RYAN ELZA, Social Entrepreneur in Residence, AARP Foundation

Ryan Elza serves as the Social Entrepreneur in Residence for Social Connectedness at the AARP Foundation, working to pursue poverty and isolation alleviation goals with entrepreneurial zeal, business methods, and the courage to innovate and overcome traditional practices to scaling solutions. He is the program lead for the Foundation's Voice-Activated Technology Program.



SHARON EMEK, Founder and CEO, WAHVE
Sharon Emek, Founder, CEO, and President, leads Work At Home Vintage Experts LLC (WAHVE), an innovative talent solution that engages vintage professionals "phasing" into retirement who work remotely from home on a contract basis for companies across the country. She has effectively broken the mold by infusing flexibility into the traditional office staffing structure with a proven blueprint that is gaining widespread attention, changing lives, and yielding impressive results.



TED FISCHER, Founder and CEO, Ageless Innovation
Ted Fischer and his former Hasbro team, recently completed a collaborative management led spin-out of the Joy for All brand from Hasbro to focus 100% on growing and scaling impact in the older adult market.



RACHEL FRANCINE, Co-Founder and CEO, Musical Health Technologies
Rachel is a digital pioneer and trained futurist who, starting in 1996, helped lay the tracks of the Internet as we know it. In 2012, Rachel co-founded Musical Health Technologies, whose debut product, SingFit PRIME, mass distributes music as medicine to increase the health and cognition of people with dementia.



STEVE FRENCH, Managing Partner, NMI Solutions
Steve is Managing Partner of NMI, a leading international strategic marketing consulting and market research firm specializing in health & wellness, sustainability and healthy aging. With over 30 years of marketing expertise, he has accumulated extensive insight and knowledge into today's consumer and market trends.



MARY FURLONG, Ed.D., President and CEO, Mary Furlong & Associates
Mary Furlong, Ed.D., WIN Executive Producer, is a leading authority on the baby boom generation as it moves towards and beyond age 50. Through her three companies she has raised over 150 million in venture financing and corporate sponsorships for companies with products and services to serve the needs of the

boomer/senior marketplace. Mary received an award as one of the top 100 Women of Influence by the Silicon Valley Business Journal and is also the author of *Turning Silver into Gold: How to Profit in the New Boomer Marketplace*.



JULIE HALPERT, Author and Journalist

Julie Halpert has been a freelance journalist for over two decades, writing for many national publications, including *The New York Times*, *The Wall Street Journal*, *CNBC* and *AARP*. She is the co-author of *Making Up With Mom*, which focuses on generational differences between women and their mothers. Website: <http://juliehalpert.com/>



DR. BRIAN HOLZER, CEO, Lacuna
Brian Holzer is a senior physician executive serving as President of Kindred Innovations and the founder and CEO of Lacuna

Health, which is a wholly owned subsidiary of Kindred Healthcare. Brian is a frequent speaker in the area of post-acute care and population health. In 2018, Brian was recognized by Health Data Management as one of the 30 top chief innovation officers at healthcare organizations as well as being selected to the "Council of 33" by the Healthcare Innovators Professional Society (HIPS).



JOHN HOPPER, Chief Investment Officer, The Ziegler Link•Age Funds

John Hopper is the Managing Director of Link•Age Ventures which invests in venture firm companies that provide products, services, and technology to the aging marketplace. Link•Age Ventures is a wholly owned subsidiary of Link•Age, Inc. John is also the Founder and Partner of Silverstone Advisors - Blackbird Capital Group, a boutique investment banking firm.



DAN HUTSON, Chief Strategy Officer, HumanGood

Dan Hutson is Chief Strategy Officer for HumanGood, the nation's seventh-largest provider of senior housing serving nearly 10,000 older adults in more than 80 life plan and affordable housing communities. Hutson's marketing programs have been honored by the National Mature Media Awards, Content Marketing Awards, Healthcare Marketing IMPACT Awards, and others.



DAVID INNS, CEO, GreatCall

David Inns is CEO of GreatCall Inc., a leader in connected health for active aging. GreatCall has developed a complete portfolio of products and services that enable independent aging. David was named EY Entrepreneur of the Year 2016 nationally in the Services category.

SPEAKER BIOS



BRENDA IRWIN, Managing Partner, **Relentless Pursuit Partners**

Brenda Irwin is Founder and Managing Partner of the Relentless Venture Fund. As a mission based fund, Relentless invests in preventative and proactive solutions that optimize health, activity and longevity. Brenda has 20 years of health investment experience and has served on numerous private and public boards.



NANCY LEAMOND, Executive Vice President and Chief Advocacy and Engagement Officer, **AARP**

As Executive Vice President, Chief Advocacy & Engagement Officer, Nancy Leamond oversees AARP's Community, State & National Affairs group with responsibility for government affairs and legislative campaigns for AARP, widely seen as one of the most powerful advocacy organizations in the country. She manages public education, community engagement, volunteerism, and multicultural outreach and engagement.



DAVID LINDEMAN, PhD, Director Health, **CITRIS**

David Lindeman, PhD, is Director Health, Center for Information Technology Research in the Interest of Society and the Banatao Institute (CITRIS) at UC Berkeley, and Director, Center for Technology and Aging (CTA) and has worked in the field of aging for nearly 40 years as a health services researcher, gerontologist, and technologist.



DR. JOHN LOUGHNANE, Chief of Innovation, **Commonwealth Care Alliance**

Dr. John Loughnane serves as Chief of Innovation at Commonwealth Care Alliance (CCA) and Winter Street Ventures (WSV). A nationally-recognized thought leader in the care of dual-eligible patients, his work is focused on improving care quality and access by leveraging the IoT and voice-first technology to create medically connected homes.



HENRY MAHNCKE, PhD, CEO, **Posit Science**

Henry Mahncke is the CEO of Posit Science, the company behind BrainHQ — a scientifically based and clinically validated brain training program. He builds on his expertise in brain plasticity, clinical trials, and brain health programs to ensure that new science gets out of the lab and into the world.



ADITYA MANGAL, Vice President of Operations, **CareLinx**

Aditya Mangal is Vice President of Operations at CareLinx, nationwide professional caregiver marketplace with over 300,000 caregivers in the network. Prior to CareLinx, he was the founding team member at CareSkore, AI based population health and patient engagement platform. He has over 18 years of experience with leadership roles in scaling operations and product management. He has previously held positions in management consulting at Strategy&, PwC (Formerly Booz & Company), Caterpillar, and GE Healthcare.



JIM MATHEWS, Co-Founder and CFO, **OneClick.chat**

Jim is Co-Founder and CFO of OneClick.chat, a technology platform that makes video chat easy for everyone. It is designed to help seniors mitigate social isolation thereby improving their health outcomes. Jim heads strategy and fund-raising for the company. He is also Vice Chairman of Healthy Companies, an Arlington-based leadership research and advisory firm.



ANDY MILLER, Senior Vice President of Innovation and Product Development, **Office of Enterprise Innovation, AARP**

Prior to joining the organization, Andy was Chief Innovation Architect at Constant Contact and founder of the Small Business Innovation Loft, a startup accelerator. Andy founded CardStar, a leading mobile loyalty platform, which was acquired by Constant Contact in 2012. Prior to CardStar, Andy founded Lumifi, Quee (acquired by Intellectual Ventures), RetirementSuite.com, and StockCar Stocks Mutual Fund where he served on the Board of Directors. In addition, Andy has held various positions at PFPC, T. Rowe Price, Putnam Investments, and Bank of America.



BUD MYERS, Senior Director of Merchandising, **firstSTREET**

Bud Myers, through four decades in consumer electronics, has brought new technologies to market with companies as diverse as Marantz, Casio, THX, Dolby, and Northwestern Bell. Since 2003, as Sr. Director of Merchandising for firstSTREET, his focus on Agewave products has resulted in launching the Jitterbug cellphone, the first Cloud computer for Seniors, TV Ears, and many other products for Boomers & Beyond.



JAY NEWTON-SMALL, Co-Founder and CEO, **MemoryWell**

Jay Newton-Small is CEO and founder of MemoryWell, a digital platform for elder storytelling. Previously, Newton-Small was a correspondent for *TIME* magazine, where she remains a contributor. She also authored the 2016 best-selling book,

Broad Influence: How Women Are Changing the Way America Works.



CARRIE NIXON Esq., Managing Partner, **Nixon Law Group**

Carrie Nixon, Esq. is the Managing Partner of Nixon Law Group, a boutique healthcare law firm, and CEO of Nixon HealthNexus, a healthcare reform and innovation consultancy. She also serves as Special Advisor to Empactful Capital, a healthcare venture capital firm based in Silicon Valley. Carrie is an expert in healthcare law and policy issues relating to healthcare reform and value-based delivery/reimbursement, including Accountable Care Organizations (ACOs) and Alternative Payment Models (APMs), MACRA and MIPS reporting, Patient Centered Medical Homes (PCMHs), public and private Health Insurance Exchanges (HIM and PHIX), Health Information Exchanges (HIE), and mobile health/telemedicine.



CAROL OLSON, Vice President Consumer Marketing, **Starkey Hearing Technologies**

Carol Olson has more than 25 years of marketing and consumer strategy experience in healthcare, retail and consumer goods industries. Olson is passionate about uncovering consumer insights to represent the voice of the consumer and developing meaningful value propositions across the purchase journey.



LAURIE ORLOV, Principle Analyst, **Aging in Place Technology Watch**

Laurie Orlov, Industry Analyst, is the founder of Aging in Place Technology Watch — market research, trends, blogs, and reports that provide thought leadership, analysis, and guidance about technologies and services that enable boomers and seniors to remain longer in their home of choice. She has consulted to AARP, Microsoft, Yahoo, Cox Communications, Philips, and many others. In her previous career, Laurie spent nine years as an analyst at Forrester Research.



STUART PATTERSON, CEO and Co-Founder, **LifePod**

Stuart Patterson is an experienced business leader who has led early-stage ventures in a variety of markets including: voice or virtual assistants, mobile/online apps and services, video content solutions, speech recognition/synthesis, biometrics, identity management, telephony services, natural antimicrobials, and clean-tech solutions.



SCOTT PEIFER, Founder and Principle, **ChangeAGENT**

SPEAKER BIOS

Leveraging over 20 years of experience in the aging services field — from public policy to innovation and technology — Scott is helping organizations better achieve their mission through enacting change, innovation, and strategic partnerships.



MICHAEL PHILLIPS, Director of Technology Strategy Integration, AARP

Michael Phillips is dedicated to supporting AARP's important social mission through technology. Michael has led internal and external technology initiatives at AARP for over 15 years, including technology industry partnerships, community programs, IT strategy, and championing innovation.



KEVIN QIAN, Managing Partner, MWE China Law Offices

Kevin Y. Qian, a partner of MWE China Law Offices, advises companies on their direct investments in China. Kevin has represented hundreds of multinationals and Fortune 500 companies on matters that include investments into a joint venture company or establishing a wholly owned company, cross-border mergers and acquisitions, venture capital and private equity investments, and strategic alliances. He has experience in a wide range of industries and areas, from manufacturing, energy and chemicals, to health care, pharmaceuticals, food and beverages, and commercial retail.



CAROL RAPHAEL, Senior Advisor, Manatt Health Solutions; Board Chair, Long Term Quality Alliance; Former Board Chair, AARP

Carol Raphael is a Senior Advisor at Manatt Health. She served as Chief Executive Officer and President of the Visiting Nurse Service of New York (VNSNY), the largest nonprofit home health agency in the United States from 1989 to 2011. She also served as Board Chair of AARP.



CAROLE ROGIN, Strategic Advisor, Hearing Industries Association (HIA)

Carole Rogin has guided the U.S. hearing aid industry for over 35 years including a legislative initiative to make some hearing aids over-counter medical devices by 2020. She currently serves as advisor to HIA.



STUART ROSENTHAL, Publisher, The Beacon

Stuart Rosenthal and his wife Judy founded *The Beacon* newspapers 30 years ago. Today, they publish four monthlies addressing the interests of residents 50 and over in Greater Washington, D.C., Greater Baltimore and Howard County, Md., and Greater Richmond, Va. The papers, with a readership exceeding

450,000, have won numerous national awards.



DR. MARC ROTHMAN, Chief Medical Officer, Kindred Healthcare, LLC

Dr. Marc Rothman is the Chief Medical Officer for Kindred Healthcare, LLC. He leads the company's quality, physician and patient experience strategies. He also serves on the boards of Senior Group and the Thrive Center, both in Louisville, KY.



DR. ALLISON SEKULER, Managing Director, CABHI

Dr. Allison Sekuler is the Managing Director of the Centre for Aging and Brain Health Innovation (CABHI). She is also Vice-President, Research & Sandra Rotman Chair in Cognitive Neuroscience at Baycrest Health Sciences. Dr. Sekuler joined Baycrest after a long and distinguished career as a Professor in the Department of Psychology, Neuroscience & Behaviour at McMaster University, where she was the first Canada Research Chair in Cognitive Neuroscience (2001-2011).



CARRIE SHAW, CEO and Founder, Embodied Labs

Carrie Shaw works at the intersection of health education and virtual reality storytelling. She is the CEO and founder Embodied Labs, an immersive education and wellness platform for professional and family caregivers and the elders they serve.



NEERAJ SINGHAL, Chief Revenue Officer, Because; Former Head of Expansion, Uber

Neeraj Singhal is Chief Revenue Officer at Because — a direct-to-consumer marketplace revolutionizing the way older adults shop for products. He leverages his experience as Head of Expansion at Uber to guide operations, growth, fundraising, and expansion strategies at start ups.



NIGEL SMITH, Hatchery Director, Hatchery at AARP

Nigel Smith is developing a pipeline of start-ups with solutions that help 50+ consumers, in AARP's Hatchery where breakthrough innovation is fostered, incubated and accelerated.



TODD SMITH, CEO and Founder, myFamilyChannel

Todd Smith is an artist entrepreneur. Passion for art, technology, big challenges and the startup culture. Founder and CEO of myFamilyChannel, a communication platform that is custom-built for seniors to interact and engage through their television, designed to reduce social isolation and

loneliness through a technology experience that is intuitive and non-threatening.



SETH STERNBERG, Co-Founder and CEO, Honor

Seth Sternberg is the Co-Founder & CEO of Honor, a home care company and the founder of the Honor Care Network, a pioneering national network of home care agencies. Prior to Honor, Seth was the Co-Founder and CEO of Meebo, which brought instant messaging to the web and reached close to half the internet population in the United States. Meebo was acquired by Google, where Seth became a Product Director working on the Google Identity Platform, and then within GoogleX. Seth started his career with IBM's Corporate Development group after graduating from Yale.



PAUL STICH, Chief Operating Officer, Countable

Paul Stich is the COO of Countable, the leading platform and newsroom that empowers audiences to engage deeply and drive action. He has been CEO of several successful cybersecurity companies, Counterpane (acquired by British Telecom), Dasient (acquired by Twitter), and Appthority (acquired by Symantec) and is also a member of the faculty at Saint Mary's College where he teaches Entrepreneurship.



ALISHA THARANI, Manager of Strategic Partnerships, CABHI

Alisha Tharani is responsible for identifying, building and leading relationships with key CABHI partners, including government, SQLI, and other network partners. Alisha has more than ten years of experience in the health-care system, with a focus on driving and executing strategic collaborations between policy makers, industry, academia, and healthcare providers.



HEATHER TINSLEY-FIX, Senior Advisor, Financial Resilience, AARP

Heather Tinsley-Fix is a Senior Advisor at AARP, where she leads the organization's work on employer engagement and helps drive AARP's focus on providing the 50+ with the tools they need to thrive in today's work environment.



CARY USSERY, CEO and Founder, Livpact

Cary Ussery is founder and CEO of Livpact Inc. drawing on 30+ years in technology to assist family caregivers in coordinating the best quality of life and engagement for the people they care for.

SPEAKER BIOS



VIVIAN VASALLO, Sustainable Communities, Partnerships and Innovation, **Fannie Mae**

Vivian Vasallo is a nationally recognized leader in catalyzing innovative solutions around aging, housing, and health. She has served in leadership roles at AARP Foundation, Milken Institute Center for the Future of Aging, and First American. Currently she is at Fannie Mae, a board member of Help Age, and pursuing a Masters of Science in Aging and Health at Georgetown.



GEORGE VRADENBURG, Chairman, **UsAgainstAlzheimer's**
George Vradenburg is the Chairman of

UsAgainstAlzheimer's (UsA2), a disruptive and catalytic force committed to stopping Alzheimer's by 2020. UsA2 serves as the convener of the only industry coalition dedicated to stopping Alzheimer's — the Global CEO Initiative (CEOi) on Alzheimer's. He chairs the only patient-led Alzheimer's clinical trial network — (GAP).



ROBERT WRAY, CEO, **BlueStar SeniorTech**

A Mechanical Engineer from the U.S. Naval Academy in Annapolis, Robert Wray spent seven years of active duty as a nuclear engineer on Navy surface ships, carriers, and submarines. Transferring to the reserves, he enjoyed a varied 20-year career in business as a serial entrepreneur, running companies in manufacturing, hospitality, technology, consulting, and construction. During this period, he invented an electrical device, had it patented, and then built a company to manufacture and sell it into the commercial industry market.



CHRIS WONG, CEO and Co-Founder, **LifeSite**

Chris is a veteran entrepreneur and highly-regarded strategist in the enterprise software industry. From business planning to capital investing, he has advised some of Silicon Valley's most successful tech companies, and his leadership credentials include Ooyala, Agile Software, PeopleSoft and his first start-up SkillsVillage.com. Chris is committed to making LifeSite the trusted leader in delivering smart and safe digital solutions to help families across the globe manage, discover and share the most important information in their life with family and those they trust.



JOHN YEDINAK, President and Co-Founder, **Aging Media Network**

John Yedinak is President and Co-Founder of Aging Media Network (AMN), the leading B2B media company covering the \$7.6 trillion business of aging.



JACK YORK, President and Co-Founder, **It's Never 2 Late**

Jack York is co-founder of It's Never 2 Late (iN2L), a company dedicated to helping older adults realize the full benefits of adaptive technology. Originally, Jack did not envision iN2L as a business; the impetus for what became the company was a philanthropic idea — to donate computers to assisted living communities and nursing homes in Southern California. With a 15-year background in the Silicon Valley, he saw a vast potential in fostering these connections, but also saw that conventional technology was too difficult for virtually all residents to use in a meaningful way



KAREEM ZAKI, Investor, **Thrive Capital**

Kareem Zaki is an Investor at Thrive Capital where he focuses on investments primarily in healthcare and financial services. He currently serves on the boards of Honor, Morty, Oscar, Trialspark, and Welkin. He also led the firm's investment in Robinhood and is a co-founder and board member of Cedar. Before Thrive, he was an investor at Blackstone's private equity group. Kareem graduated with an A.B. in Economics and Healthcare Policy from Harvard.



JEFF ZIMMAN, Co-Founder & Chief Deal Maker, **Posit Science**

Jeff Zimman is Co-Founder of Posit Science, maker of BrainHQ online and in-app brain exercises, which have been found effective in 100+ peer-reviewed studies. Distribution partners include: AAA, Demco, GreatCall, Mayo Clinic, Nestle Japan, PBS, TB12 Sports, Tufts Health Plan, and the US Army, Air Force, Marines, Navy.



JEREMY ZOGBY, Partner, **John Zogby Strategies**

With a decade of teaching interactive history seminars at both secondary and college levels (internationally and domestically), serving as editor for the legendary Vaclav Havel's annual conference of Statesmen and Spiritual Leaders, working for BNY Mellon's Central New York Data Analytics team, and having long worked closely with his father in the designing of survey instruments, conducting field work, and writing pragmatic analysis — Jeremy has developed a keen eye for finding the unique story and unseen opportunities within each data set, and offering insight and direction to a variety of clients in the sectors of politics, non-profits, and small business.



JOHN ZOGBY, Founder and Senior Partner, **John Zogby Strategies**

John Zogby is founder of the world-famous Zogby Poll and senior partner at John Zogby Strategies, a strategic consulting and opinion research firm. He is author of three books, including, *We Are Many, We Are One: Neo-Tribes and Tribal Analytics in 21st Century America*.

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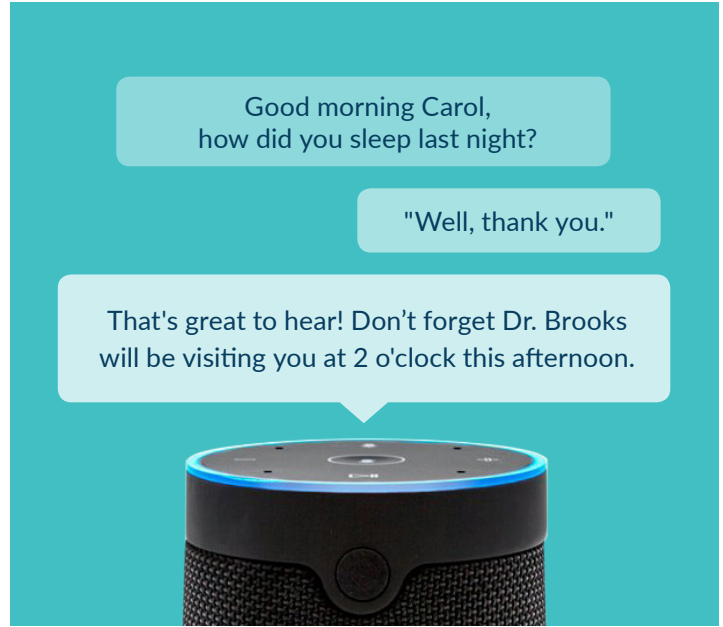
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- Yaron Ben-Zvi, CEO of Haven Life (MassMutual)

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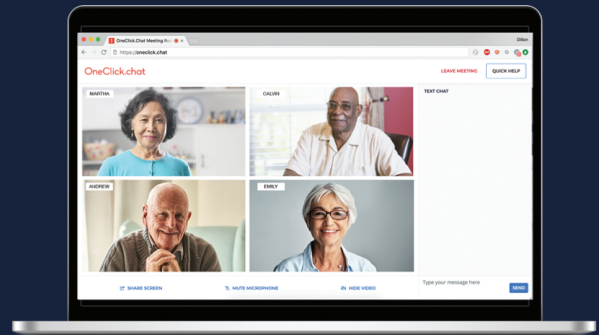
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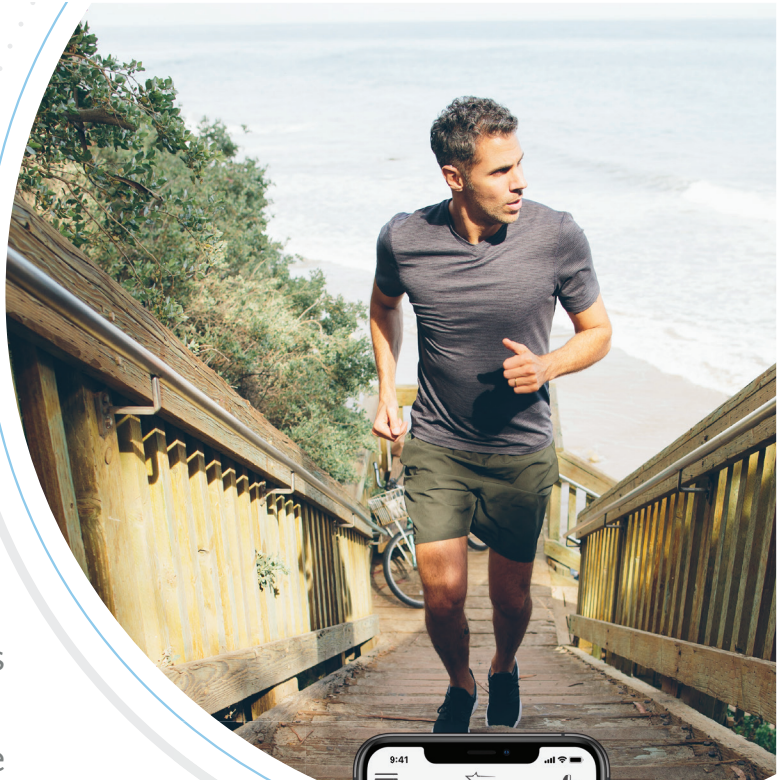
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- Easy get, No Learning Curve!
- Reduced use of psychotropic drugs
- Heightened resident quality of life
- Increase social engagement
- Increased staff engagement
- Innovative Programming



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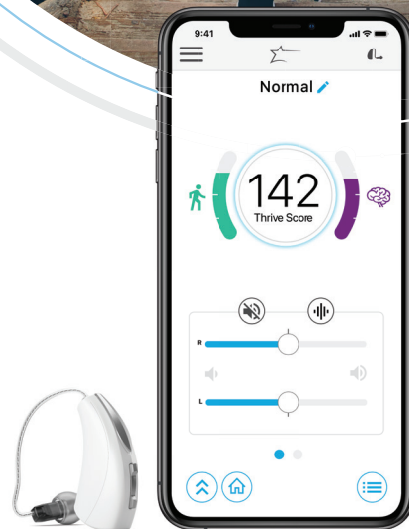
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Introducing Livio AI – the world’s first hearing aid with integrated sensors and artificial intelligence

Livio™ AI is a revolutionary multi-purpose hearing aid designed to deliver:

-  Superior sound quality
-  Brain and body health tracking
-  Streaming of phone calls, music & messages*
-  Hearing Care Anywhere™
-  Language translation



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*Remote Microphone + is required for Android devices.
Requires use of smartphone and Thrive™ Hearing Control app
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