

Technology, Innovation, and Aging: How New Technology Companies are Making a Big Impact for Elders and Care Providers; and Policy Revisions to Make it Happen

Katy Fike Ph.D. - Generator Ventures, Aging 2.0

David Cardell - EyeOn App

Dr. James Bulot - Director of the Georgia DHS Division of Aging Services

September 18, 2014

AGING

TECHNOLOGY



Katy Fike, PhD

AGING^{2.0}

Global Innovation Platform &
Startup Accelerator program

GENERATOR VENTURES

Early-stage Venture Fund
Focus: Aging & long-term care

Systems Engineer / Investment Banker

PhD Gerontologist / Innovation Consultant / Entrepreneur

Aging Society:

- Increased longevity
- Higher acuity
- Cognitive Impairment
- “Aging in Place”
- Disparate Families

Shortages:

- Geriatricians
- RN / PT / OT
- Caregivers
- Social workers
- LTC beds

Changing Economics:

- Accountable Care
- Non-profit funding crunch
- Funding / reimbursement cuts



**How can
we do
more
with less?**



**CHANGE
AHEAD**

Technology: A tool for allocating scarce human to highest value tasks



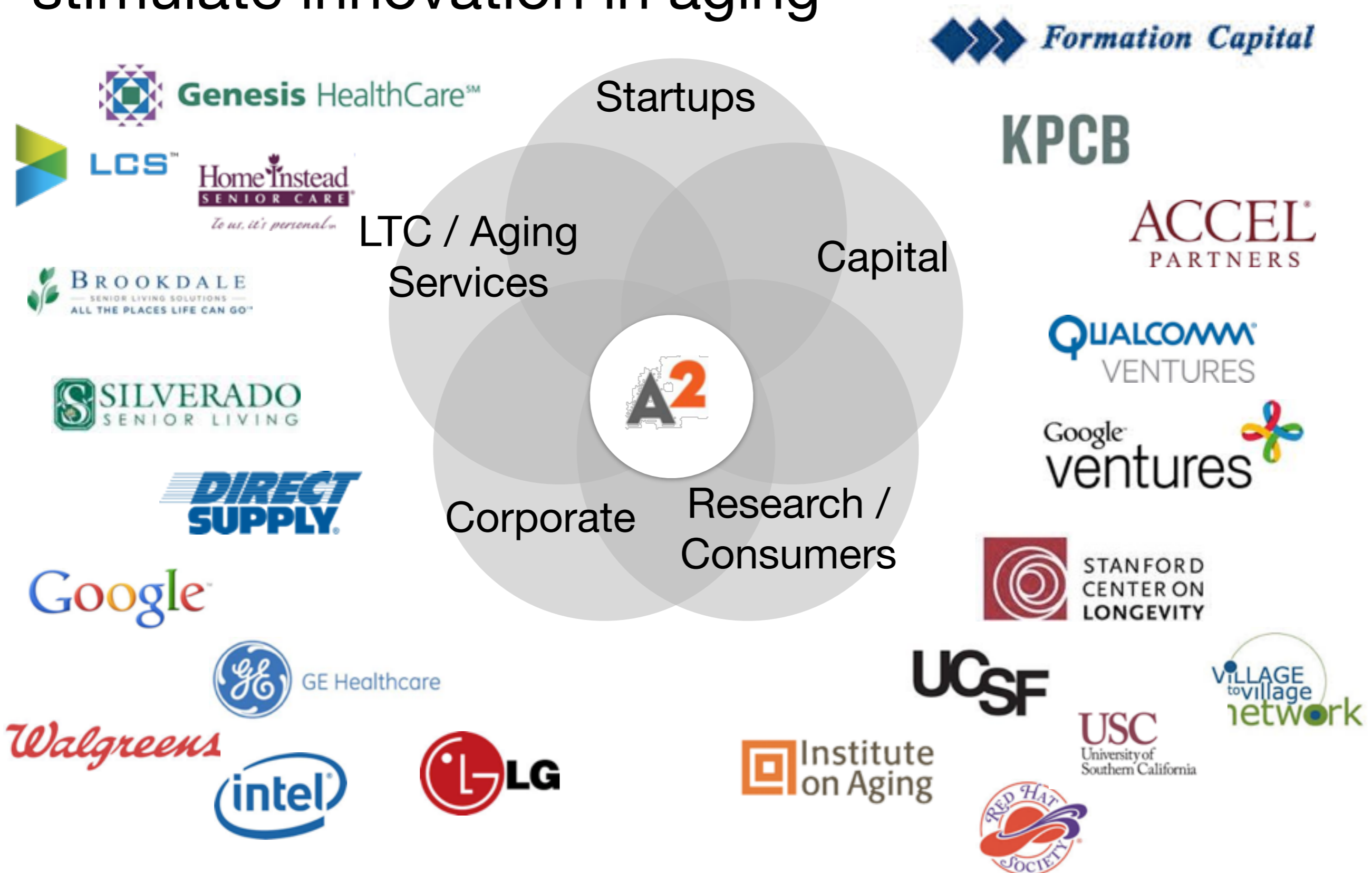
AGING^{2.0}

Driving Next-Generation Innovation



Aging2.0 is a global innovation network on a mission to connect, educate and support innovators in aging and long-term care

Aging2.0 is creating a new ecosystem to stimulate innovation in aging



The aging & innovation movement is gaining momentum



AGING^{2.0}

Driving Next Generation Innovation

Global Network

AGING^{2.0}

Driving Next Generation Innovation

Global Network

Programs

Intergenerational Innovation

Global Network

GLOBAL TOUR

62+

EVENTS

15

CITIES

200+

SPEAKERS

5

COUNTRIES

In just over two years, Aging2.0 has become the leading platform for innovation in the aging space

NETWORK

10k+

SUBSCRIBERS/
FOLLOWERS

1000+

STARTUP
DATABASE

50+

CHAPTERS IN
DEVELOPMENT

CONTENT

100

BLOG POSTS

150

VIDEOS

38

NEWSLETTERS

CarePlanners

evermind

Silver Living

ode

ROTA MOBILITY

AUDICUS Quality Hearing Aids. Direct.

FARALLON Home Health Care

Soluto

share the visit

Q-Medic

Care.com

Liz & Ott ESSENTIALS

BeClose

tapestry

Lively

Unfrazzle

Golden Reviews

An inside look at senior care

open PLACEMENT

WorkSafe technology

hometeam

Sharefund Together, we can do this

PrimeWellness Move and Live Well.

VIDEO CARE

CARE SOLVER

Pill Pack

LIFT HERO

kinergy-health

caremerge

ClearCare Helping you care for others

BeClose Distance Disappears

neurotrack

We've met over 1000 startups in the last 2 years

BrainAid land www.BrainAid.com

Sabi elevate. everyday.

CareLinx

My GROVE

involve care

HomeStay www.homestayplan.com

cura

tendertree

Life² Analytics of Aging

Lotsa Helping Hands create community

MED Cottage

IIDAMSELS IN DESIGN

Gerijoy

SCANDENT

Gerijoy

Family Ribbon

caring in place

OMHU

eCaring

Scout & Doodle

nonnatech

Serality How Communities Happen

PODIMETRICS

CareCurate

TRUSTED HANDS Your Connection to Certified Home Care

mce making care easier

LivWell HEALTH

Cara Health

True Link

Kindoma

involve care

THE Amazings

True Link

FOX BRAGGARD

INDEPENDA

Caring.com

©2014 Confidential, GENerator Ventures LLC. Do not duplicate / distribute

Four primary opportunity areas have emerged

Connected Independence



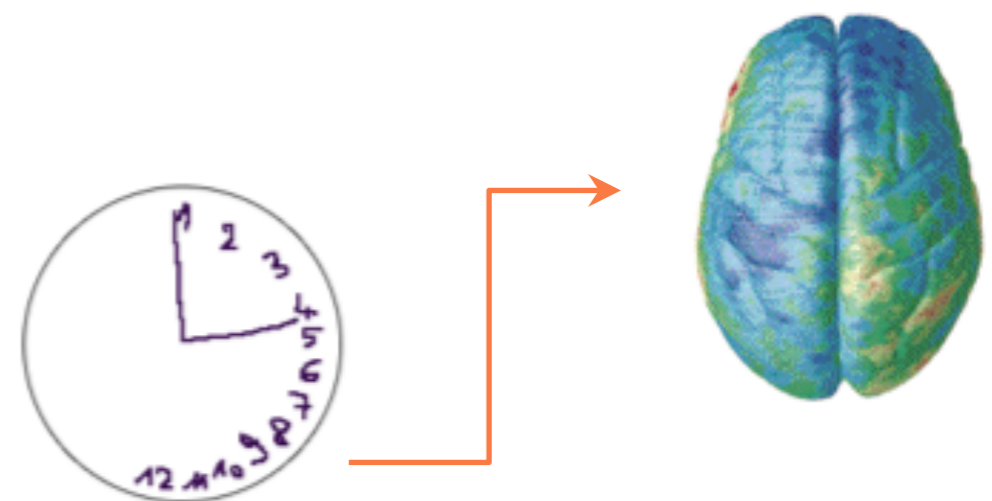
Empowered Care



Ageless Style



Lifelong Wellness



Startups need help navigating LTC
LTC orgs need help navigating tech



Key barriers to innovation have been identified

Consumer Insights

Design & Marketing

Distribution

Funding

Programs

The world's first accelerator program for startups working in aging and long-term care



100+ Expert Advisor network

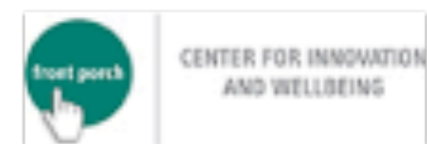


AgeTech West / Aging2.0 “Pitch for Pilots”



**200 LTC
PROVIDERS
10 STARTUPS +**

**44 PILOT
REQUESTS**



STANFORD CENTER ON LONGEVITY

DESIGN CHALLENGE

Maximizing Independence for
those with cognitive impairment

CHALLENGE COLLABORATOR: AGING 2.0



52 ENTRIES | 15 COUNTRIES | \$10K 1ST PRIZE



AGING^{2.0}

STANFORD CENTER ON LONGEVITY

DESIGN CHALLENGE

ENABLING PERSONAL MOBILITY
ACROSS THE LIFE SPAN

CHALLENGE COLLABORATOR: AGING 2.0



KICKS OFF SEPTEMBER 23, 2014



AGING^{2.0}

Aging2.0, the global innovation network, presents the inaugural



Join top entrepreneurs, investors and industry executives for this invitation-only summit focused on innovation in aging and long-term care

Summit Highlights

- **Demo Day** presentations from Aging2.0 GENEerator companies
- **Case studies** of funded startups gaining market traction
- **Global Perspectives** – meet entrepreneurs from India, China and Europe
- **Future Panel** – robots, wearables, virtual reality, smart homes and more
- **Exclusive networking** opportunities throughout including Welcome Reception 5/13

Gold



Silver



GE Capital Healthcare Financial Services



Bronze



CS Capital Advisors, LLC



Breakfast Sponsor





San Francisco (May/June 2015)
More details coming soon

GENERATOR VENTURES

Early stage investment fund (launched May 2014)

- Focused on startups in aging & long-term care

In partnership with Formation Capital

- Arnie Whitman joined Generator Ventures as Partner

Portfolio:

jibo

Live!y

Stitch

 True
Link

AGING^{2.0}

Intergenerational Innovation

FROM

DESIGNING *FOR*

TO

DESIGNING *WITH*







EXIT 03

THE FUTURE

NEXT EXIT



Mobile – Computer in our Pocket



Digital / Mobile Health



Wearables



Smart Homes / Internet of Things



Eating



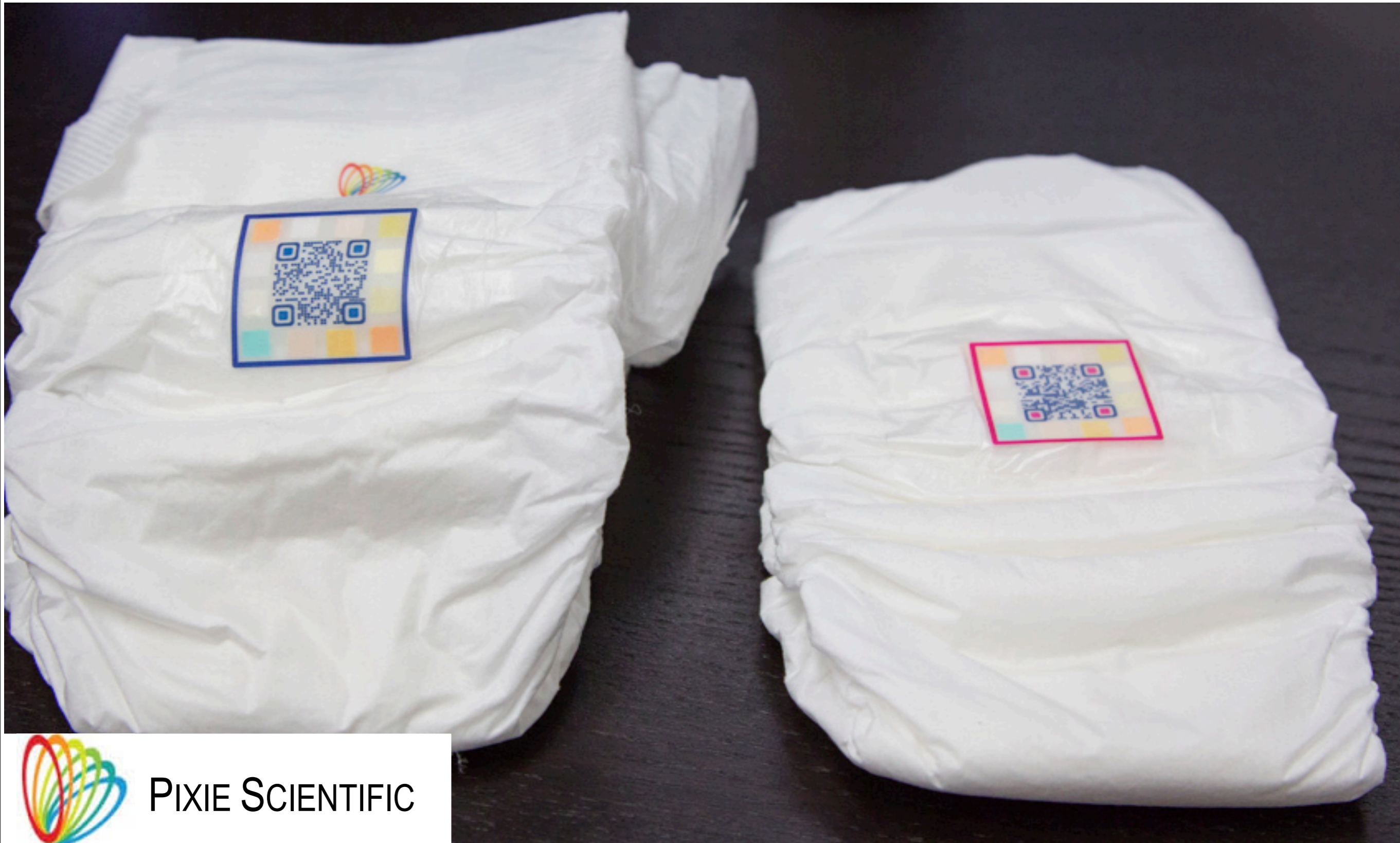
LIFT ware

Bathing



THE JOY
OF CLEAN

Hygiene / Toileting



PIXIE SCIENTIFIC

Personal Mobility



WHILL

New mobile partner
WHILL will expand your horizons



Shopping



Instacart

Instant Grocery Shopping

Shop for groceries directly from your phone. We deliver your order to your doorstep within minutes.

Local Stores

All items on Instacart are sourced from the stores closest to you to ensure freshness and quality.

Instant Delivery

Entertaining guests? Getting home from work? Choose from 1 and 3 hour delivery options.

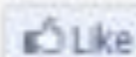
Convenient Timing

Instacart is open every day from 10am to 9pm for your convenience.

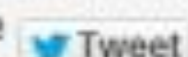
Low Flat Fee

No matter how large your order, we only charge \$9.99 for 1 hour and \$3.99 for 3 hour deliveries.

Live in San Francisco, Palo Alto & Mountain View



232 people like this. Be the first of your friends.



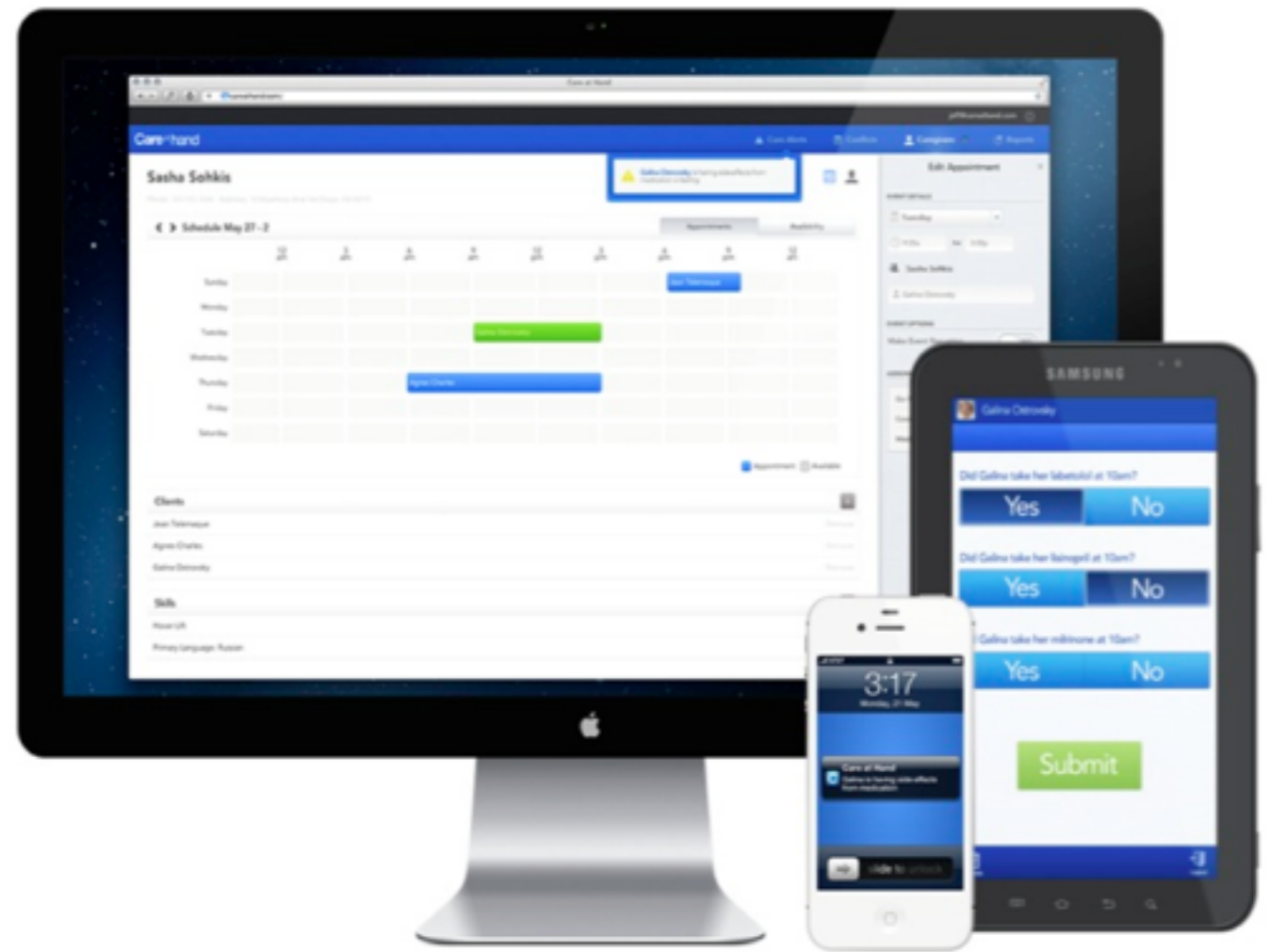
House Keeping



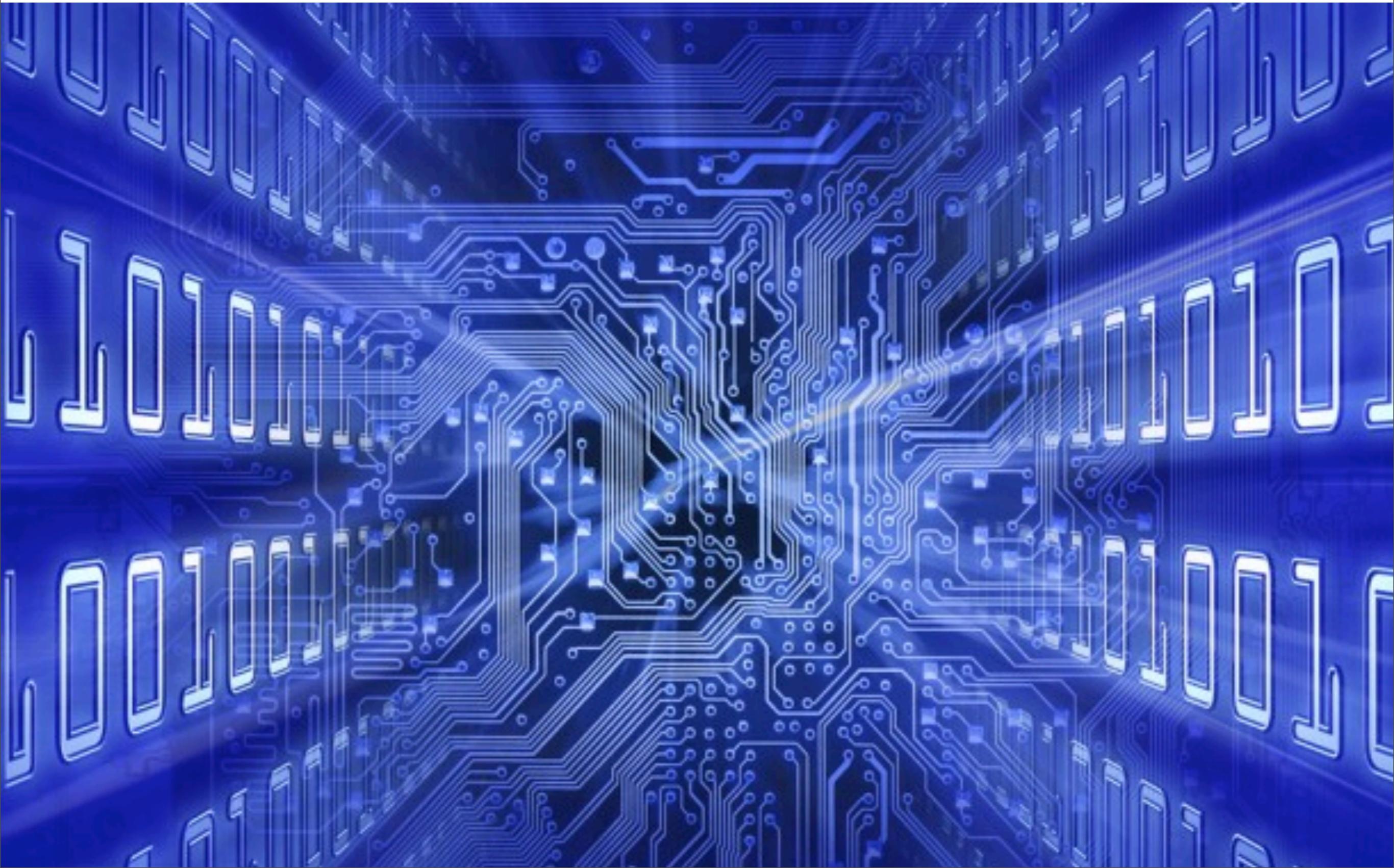
New Social / Communication Tools



Electronic Records



Big Data & Predictive Analytics



Key Takeaways

EXIT 03

THE FUTURE

NEXT EXIT



Technology: A tool for allocating scarce human to highest value tasks





Aging2.0 bridges the gap between
the people who understand the needs
(providers, practitioners, older adults)

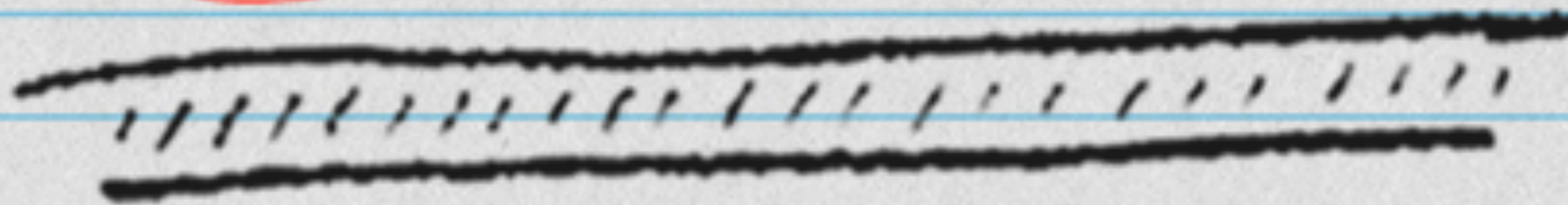
with the people who can bring ideas to life (entrepreneurs,
software developers, designers)?

Dive in!

Perfect



GOOD



Thank you!

AGING2.0

Katy@Aging2.com

www.aging2.com/join



The EyeOn App

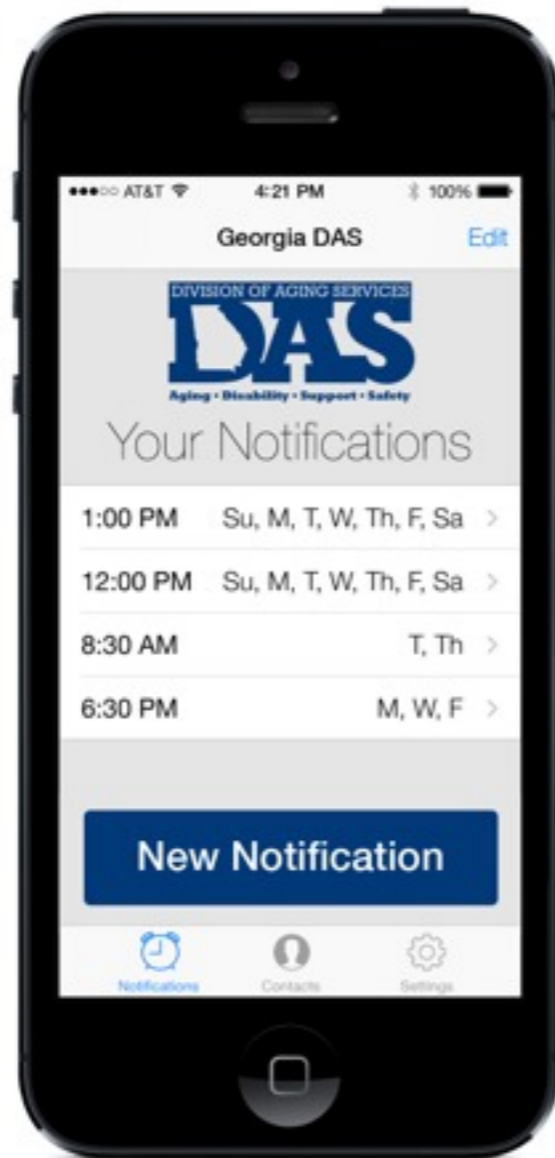
Extending Independence





Two Example Apps

Georgia
Telephone
Support
for
Seniors
(GATSS)



Georgia -
Abuse,
Neglect,
and
Exploitation
(GANE)



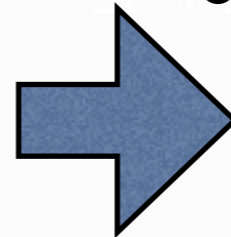
The Well-Known Aging Dilemma

Seniors

vs.

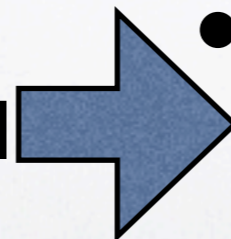
Adult Children

- 90% of seniors want to **stay in their homes**



- 75% of adult children rank their parents' **independent living as a top concern**

- Only 14% **believe** today, that they will need **day-to-day care** in their retirement



- but 54% of adult children **believe** their parents will **need help**



Growing Smartphone Adoption

22% of 65+ own a smartphone

19% own a tablet

43% who had bought a phone in the past 3 months had bought a smartphone



Monitoring functionality should be in the smartphone/tablet, and available at a low cost.



Source: Nielson



Traditional solutions...

- Costly (avg \$30/mo)
- Many require 3 year contract
- Product may work well, but not in all cases. The subscriber:
 - must have the button
 - must be able to press it
- Very REACTIVE solution

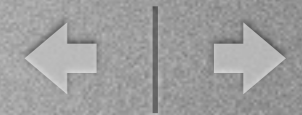




“Set-it-and-forget-it”

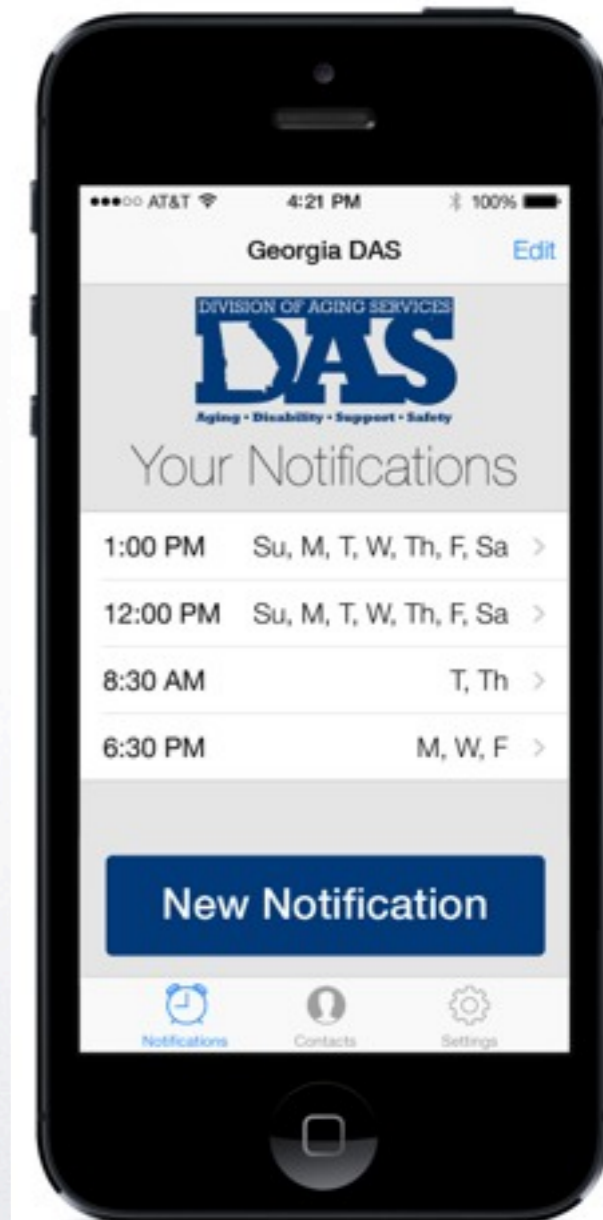
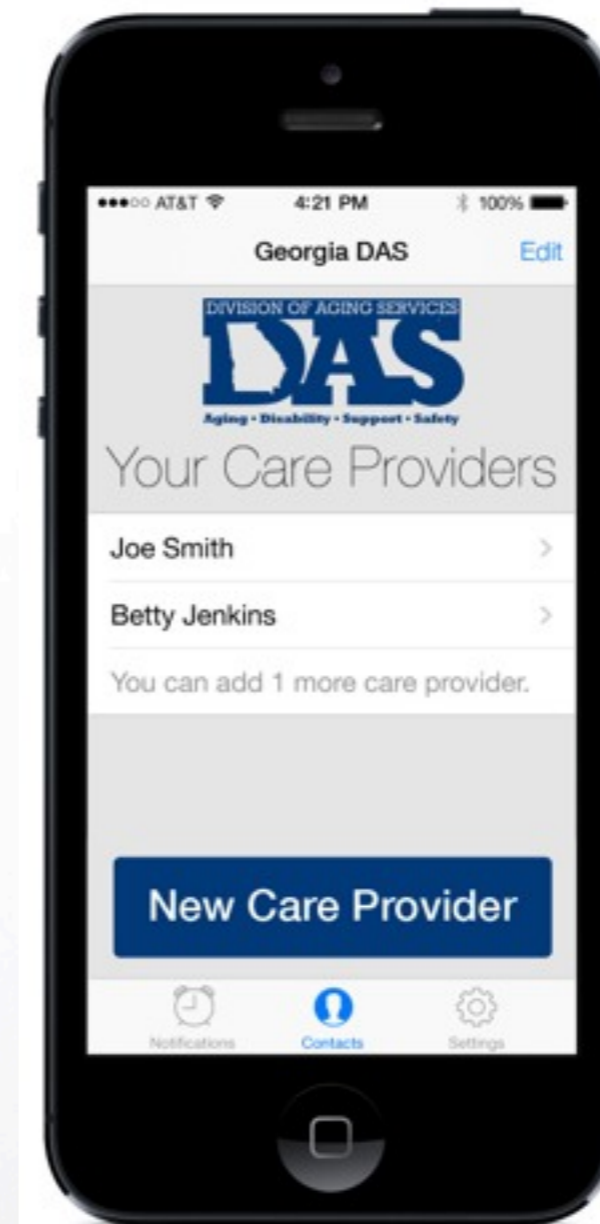
- Why not get notified when the user **DOESN'T** respond?
- The user can set their own schedule for check-ins
- Delivering Peace-of-Mind for both the user, and the caregiver





Enter Caregiver Details and Set Schedule

- Up to 3 Caregivers can be entered
- System accepts both mobile numbers and emails.
- Caregivers will receive a test text message and/or email when data is entered.
- After set-up, text messages and/or emails will only be sent when the user does NOT respond to check-ins.



Search on YouTube.com for “GATSS demo”



Not everyone has a SmartPhone...



EyeOn App will be expanding to Text Message and Touchtone response

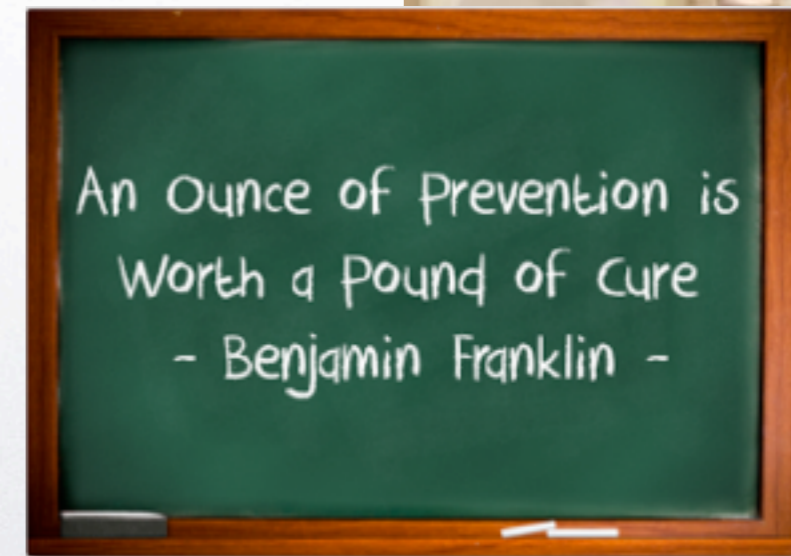
- Receive an “Are you ok?” Text Message or Recorded Call.
- User can respond via Text Message or Touchtone.
- Family/Friends still get emails/texts if the user does not respond





Benefits to GA

- ➔ Keep existing clients living independently
- ➔ Prevent hospitals from incorrectly discharging to a nursing home (saves \$23,000/year/incident)
- ➔ Provide Case Managers a way to identify problems quickly, for a broader client base
- ➔ Prevent the healthier population from needing the State's services. Enable friends/family to help.
- ➔ Provide a low cost / zero resource service to waitlisted clients





Customer Feedback

“I feel like my family is thinking of me every time the app checks in on me; what a re-assurance to know they will be notified if I can't respond.”

-User CiCi



Georgia - Abuse, Neglect, and Exploitation (GANE App)

Empowering Law Enforcement and APS with *easily accessible tools* to best **identify** and **assist** at-risk adults.

When signs are missed, the results can be **costly**, even **life threatening**, as evidenced by many tragic stories of wandering Alzheimer's patients.

Make it easy for Law Enforcement to **prevent accidents** and **get help**.

The screenshot shows the 'Neglect Screening' interface of the GANE App. At the top, there is a status bar with a home icon, a clock, and the time '4:00 PM'. Below the status bar, the app title 'Neglect Screening' is displayed. The main content area contains three screening questions:

- Q3. Does the adult lack needed medication or medical equipment (including eyeglasses, hearing aids, dentures, walkers, and etc.?)
- Q4. Does any part of the adult's home (i.e. bathroom facilities, or major kitchen appliances) appear unsafe, unsanitary, or inoperable?
- Q5. Does the adult have a person in a caregiver role?

At the bottom of the screen, a message box states: 'Self-neglect to the victim has been detected. Make a referral to the Adult Protective Services immediately.' Below this message is a button labeled 'Make Referral'.



GAME App

Tools include:

- Agency Contact Information
- Direct contact to APS
- List of relevant Laws
- Emergency Placement and Temporary Respite Options
- Safe Return and Mattie's Call
- Cognitive, Financial, Abuse, Neglect, and Exploitation Screenings. Which **questions** to ask, when to make a **referral**, and who to **call**.
- Ability for the Division of Aging Services to send Push Notifications





Thank you.

Dave Cardell

dave@EyeOnApp.com



Dr. James Bulot
Director of the Georgia DHS
Division of Aging Services

Policy Revisions to Make it Happen