



MARY FURLONG  
and ASSOCIATES  
Intelligence • Insight • Impact

PRESENTS

*2nd Annual*  
WASHINGTON  
INNOVATION IN LONGEVITY  
*Summit*

NATIONAL PRESS CLUB  
WASHINGTON, DC ★ DECEMBER 9 & 10, 2019



YOUR EMPLOYEES HAVE A  
**SECRET**  
**SECOND JOB**

**They may be busy caring for a family member** when they're not at work. Though they may never talk about it, over 40 million people in the US are unpaid family caregivers, some dedicating an additional 24 hours per week caring for their loved ones. Supportive employers can make all the difference in the lives of family caregivers. That's why AARP provides the resources you need to work with your employees to balance their job at work and their caregiving job at home.

Learn more at [aarp.org/caregivingpartners](https://aarp.org/caregivingpartners)

**AARP**  
Family Caregiving™



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*2nd Annual*

WASHINGTON  
INNOVATION IN LONGEVITY  
*Summit*

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WASHINGTON, DC ★ DECEMBER 9 & 10, 2019

# RECOGNITION

We gratefully acknowledge the contributions of the following organizations and individuals for their invaluable assistance in creating the 2nd annual Washington Innovation Summit.

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# ACKNOWLEDGEMENTS

WASHINGTON  
INNOVATION SUMMIT  
*Organizers*

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Lori Bitter  
Susan Davis  
Sherri Snelling

**MFA ASSOCIATES**

Jennifer Banta  
Annsley Hiles  
Pat Stenson

**CONTRACTED TEAM**

Martha MacPhee  
Meaghan McMahan  
Molly McMillan  
Julia Zamrowski

**WEBSITE**

Ben Adkins

**GRAPHIC DESIGN**

Barbara Lande

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*Partners*

AdaptiveHome Living  
Aging2.0  
The Beacon  
The Business of Aging

BW Global Consulting  
Center for Aging + Brain  
Health Innovation  
HomesRenewed

LongevityVenture Advisors  
Nixon Law Group  
Senior Housing News  
Stria

ADDITIONAL  
*Contributors*

Holiday Reception by Bob Blancato  
Reception by CDW  
Wireless by WAHVE  
Printed program by Banner Health

Other contributions by:  
LifeBio  
Bindex  
Intuition Robotics

MARY FURLONG  
& ASSOCIATES  
*Overview*



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

For seventeen years, Mary Furlong & Associates (MFA) headquartered in the San Francisco Bay area has provided 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 four conferences annually, What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit, What's Next Canada with CABHI, and in 2018 the first Washington Innovation in Longevity Summit was added to the portfolio. These events serve to highlight the tremendous opportunity in the marketplace.

SOCIAL  
*Media*



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# WELCOME & OVERVIEW

Welcome to the 2<sup>nd</sup> Annual Washington Innovation in Longevity Summit (WIN). This year's event will highlight the themes shaping the \$7.6 trillion longevity economy: **Mobility, Money, Memory, Military, and Media**. Once again, we have curated experts from government agencies, nonprofits, investors, entrepreneurs, analysts and media to share insights on how regulatory challenges and global partnerships are powerful influences for success as economies and societies face the transformative impact of aging populations.

We are honored to welcome **AARP** as the lead sponsor of this year's WIN summit. At last year's summit, the idea for What's Next to make its global presence official was hatched and developed into the first annual What's Next Canada? which held its first conference this March in Toronto. We are so fortunate to again share the stage with one of our global partners, **the Centre for Aging + Brain Health Innovation (CABHI)**, to bring the learning and networking power of What's Next conferences to international audiences at this year's WIN. In addition, we want to acknowledge the support of some of our long-term sponsors who have helped bring What's Next events to cities hosting the American Society on Aging's annual conference and to Silicon Valley: **AARP, CareLinx, Posit Science, Ziegler-Linkage, Ageless Innovation, UnitedHealthcare, Sodexo, GreatCall, Thrive, Centre for Aging + Brain Health Innovation, Embodied Labs, iN2L, Nationwide, Posit Science and PS Salon & Spa** among others. We have four powerful events in our portfolio, each with a unique emphasis — investing, marketing, research and regulatory/global markets — but all with the power of learning, networking and showcasing innovation that makes our conferences must-attend events.

The WIN summit is being held at the National Press Club, the premier place in Washington D.C. to introduce your new venture or announce an advancement or company achievement. It is no secret that Washington D.C. is the power center for the government, media, and regulators. Entrepreneurs from all over the world come here to learn how to do business in the U.S. and how to understand the regulations that drive home care, senior living, health plans, Medicare and Medicaid, FDA approvals, research, senior and caregiver programs and other critical initiatives in aging. Washington D.C. is also a place where countries gather, and global health partnerships are formed. Entrepreneurs who are going to market in China, Finland, Israel, Japan, Sweden etc., and countries who are beginning to make investments in entrepreneurial activities in the longevity market will all be present to discuss best practices.

Day 1 of the two-day summit focuses on U.S. investment opportunities, reimbursement and regulatory trends while Day 2 concentrates on global partnerships..

We're honored to have our keynote speakers: **Nancy LeMond, Chief Advocacy and Engagement Officer/Executive Vice President, AARP**, kicks off Day 1 and speaks to Key Trends and Challenges for an Aging Population describing how tomorrow's older Americans will differ from today's and how tomorrow's vanguard will have to adjust their thinking to address future challenges. **George Vrandenburg**, Chairman of **UsAgainstAlzheimer's**, an organization he co-founded, will shape conversations for Day 2 by keynoting a powerful platform about the lack of readiness in the U.S. health care system to address the increasing prevalence of Alzheimer's disease and what we can learn from global best practices.

In addition to our illustrious keynote speakers we will hear from **Jean Accius, PhD, SVP, Thought Leadership and International Affairs, AARP**, who will expound on Meeting the Needs of an Aging World in 2020, as well as **James Firman, President and CEO, NCOA** on the topic of Helping Millions of People Age Better; Unmet Needs and Market Opportunities and **Allison Sekuler, Managing Director, CABHI to start off Day 2 focused on memory care and global initiatives.**

**Jeff Zimman** of Posit Science will headline an introduction into our five themes which spotlights five key speakers talking about the essence of each theme to the longevity market.

**Other highlights of the summit include: Todd Haim, Chief of the Office of Small Business Research, National Institute on Aging and Jake Nice, Principal, Nationwide Ventures** who bring their expertise to a discussion of Trends and Insights by Investors and Innovators in the Longevity Market.

Many of you will be interested in **Who Pays for It?** A look at building bridges with Medicare providers and how changes in Medicare Advantage plans for 2020 are driving new opportunities as well as **Deepening Your Insights into the Caregiving Ecosystem** by hearing how to scale your business

*Continued on next page*

# WELCOME & OVERVIEW

successfully and support the nation's more than 40 million family caregivers. In addition, **Home As Work-Life Hub**, **the Influence of Media, Marketing and Brand** and **Tech Speaks** will all discuss trending topics including the key discussion of today: privacy issues.

We are happy to offer not one but two **Pitch for Distribution** events. **Day 1 is to the Corporation and Organizations Investing in the Longevity Economy**, where companies can pitch to representatives of **CDW, NIH, Home Instead Senior Care, Chelsea Place Senior Care**, and more. **Day 2 is a pitch for global distribution to companies** including: **Aging 2.0, SOMPO, CareLinx, Thrive Center Inc. and CABHI**.

**Stephen Johnston**, *Co-Founder, Aging 2.0* will be leading a discussion with **Albert Chu**, *Innovation Consultant, SOMPO Digital Lab*; **Jerry Wilmink**, *Chief Business Officer, CarePredict*; **Catharina Borgenstierna**, *CEO, Camanio Care*; and **Taylor Hernandez**, *Director of Innovation, Senior Star* on how to build a global health partnership.

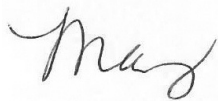
We include an audience favorite — The Elements — a trio of business leaders who will illustrate the different stages of developing, expanding, and scaling their businesses in global markets.

As always, we are grateful to our sponsors who make this event possible. Your support helps us deliver one of the most impactful events in longevity economy learning and networking and we cannot thank you enough for making this all happen.

I am also grateful to our speakers and moderators. I thank you for your contributions and enthusiasm for the longevity market and your efforts to improve the lives of seniors around the world. I am looking forward to seeing you at our four other What's Next Events throughout 2020 including our 3rd Annual Washington Innovation in Longevity Summit next December!

A very special thank you to my very special co-producers, **Sherri Snelling**, *CEO and Founder, Caregiving Club*; **Lori Bitter**, *President/Senior Strategist, The Business of Aging*; **Susan Davis**, *Chairman and CEO, Susan Davis International* and **Mel Barsky**, *Director of Business Development, CABHI*, whose input and assistance has been invaluable to the production of this summit.

All the best and Happy Holidays,



## **Mary Furlong**

CEO, Mary Furlong & Associates

Executive Producer: What's Next conferences and events

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

Founder: SeniorNet.org (1986), ThirdAge Media (1996), Mary Furlong & Associates (1992)

[www.washingtoninnovationsummit.com](http://www.washingtoninnovationsummit.com)

[www.maryfurlong.com](http://www.maryfurlong.com)

# MONDAY AGENDA

7:00 – 9:00 am

7:00 am

8:15 – 8:20 am  
Ballroom

8:20 – 8:45 am  
Ballroom

8:20 – 8:25 am

8:25 – 8:40 am

8:45 – 8:55 am  
Ballroom

9:00 – 9:25 am  
Ballroom

9:25 – 9:40 am

9:40 – 10:05 am  
Ballroom

## WASHINGTON INNOVATION IN LONGEVITY SUMMIT

MONDAY, DECEMBER 9, 2019

### REGISTRATION

*(Refreshments & Coffee)*

### EXHIBITS OPEN

### OPENING REMARKS

**Mary Furlong**, CEO, **Mary Furlong & Associates**, Executive Producer, **Washington Innovation in Longevity Summit**

### 2020 VISION: MEETING THE NEEDS OF AN AGING WORLD

James Firman, thought leader from NCOA, opens the Summit to share his unique perspective on the unmet needs and market opportunities in serving the needs of millions of older people in the U.S. and around the globe.

**INTRODUCTIONS:** **Mary Furlong**, CEO, **Mary Furlong & Associates**, Executive Producer, **Washington Innovation in Longevity Summit**

### HELPING MILLIONS OF PEOPLE AGE BETTER: UNMET NEEDS AND MARKET OPPORTUNITIES

**SPEAKER:** **Jim Firman**, President and CEO, **NCOA**

### DEVELOPING SUMMIT THEMES

The 2019 Innovation Summit themes — Money, Media, Memory, Mobility, and Military — reflect the broad trends and areas of growth in the longevity marketplace.

**SPEAKER:** **Jeff Zimman**, Co-Founder and Chairman, **Posit Science**

### SPOTLIGHT ON THEMES

Experts develop these themes based on their experience with the older adult consumers and companies. Get fresh insights and hear more about the impact each is having on the longevity market today.

**MONEY** — **Mary Beth Franklin**, Contributing Editor, **Investment News**

**MEDIA** — **Susan Donley**, Publisher and CEO, **Stria**

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

**MOBILITY** — **Justin Boogaard**, Co-Founder, **GoGoGrandparent**

**MILITARY** — **Robert Wray**, CEO, **BlueStar SeniorTech**

### BREAK

### THE FUTURE AIN'T WHAT IT USED TO BE — KEY TRENDS AND CHALLENGES FOR AN AGING POPULATION

AARP's Nancy LeaMond will discuss how tomorrow's older Americans will be different than those who came before and how leaders, creators, and decision-makers should adjust their thinking to help them address future challenges.

**KEYNOTE SPEAKER:** **Nancy LeaMond**, Executive Vice President of Strategy, **AARP**



# MONDAY AGENDA

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10:10 – 10:40 am  
Ballroom

## 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 that entrepreneurs have when first setting foot into this area.

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

**PANELISTS:**

**Jim Parker**, Senior Advisor to the Secretary for Health Reform, **U.S. Department of Health and Human Services**

**Melanie Egorin**, Deputy Health Staff Director, **U.S. House of Representatives Committee on Ways and Means**

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10:45 – 11:05 am  
Ballroom

## C-SUITE EXECUTIVES SPEAK OUT

C-Suite executives respond both to the keynote on how influencers in the longevity market must adapt for the future and to the discussion on intersections between entrepreneurship, innovation and the regulatory environment.

**MODERATOR:** **George Yedinak**, EVP, Publisher and Founder, **Aging Media**

**PANELISTS:**

**Sherwin Sheik**, President and CEO, **CareLinx**

**Gary Charland**, President and CEO, **Masonic Homes of California**

**Alexandra Morehouse**, Chief Marketing Officer, **Banner Health**

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11:05 – 11:15 am

## BREAK

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11:15 – 11:45 am  
Ballroom

## TRENDS AND INSIGHTS BY INVESTORS AND INNOVATORS IN THE LONGEVITY MARKET

Discover the top investment themes driving the \$7.6 trillion longevity market into the future. Entrepreneurs learn how to secure government funding and what the key factors are that investors look for in companies that can scale to success in 2020 and beyond.

**MODERATOR:** **Mary Beth Franklin**, Contributing Editor, **Investment News**

**PANELISTS:**

**Dan Hermann**, President and CEO, Head of Investment Banking, **Ziegler Link•Age Longevity Fund**

**Todd Haim**, Chief of the Office of Small Business Research, **National Institute on Aging**

**Jake Nice**, Principal, **Nationwide Ventures**

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11:50 am – 12:20 pm  
Ballroom

## TECH SPEAKS — VOICE FIRST IN HEALTH AND WELL BEING

A new research report lays the foundation for this discussion about voice-activated technologies. Whether it is monitoring and improving health and well-being, intergenerational engagement, safety yet privacy factors for older adults living at home or in senior living, panelists explore the future of tech that is helping us age better.

**MODERATOR:** **Laurie Orlov**, CEO, **Aging in Place Technology Watch**

**PANELISTS:**

**Saeed Elnaj**, CIO and VP for Information Technology, **NCOA**

**Joseph Murphy**, EVP, **LifePod**

# MONDAY AGENDA

12:25 – 12:50 pm  
Ballroom

## WHO PAYS FOR IT? BUILDING BRIDGES ACROSS MEDICARE PROVIDERS

HHS set a goal of tying 90% of all payments to a quality or value-based standards by 2018. They reported being a year ahead of schedule. Characteristics of successful continuum centered care models will be presented in use case format highlighting best practices in integrated care management through partnerships, affiliations and the use of software products for care communications.

**MODERATOR:** **Mary Haynes**, President, **Nazareth Home**

**PANELISTS:**

**Kris Hansen**, CEO, **Western Home Communities**, Chair, **Thrive Alliance**

**Ron Present**, Partner, Health Care Industry Leader, **Brown Smith Wallace, LLC**

12:50 – 1:40 pm

## LUNCH AND NETWORKING BREAK

1:40 – 2:00 pm  
Ballroom

## EMBRACING LONGEVITY FOR ALL: TRENDS AND OPPORTUNITIES AHEAD

**INTRODUCTION:** **Richard Lui**, Journalist, **MSNBC, NBC News**

**SPEAKER:** **Jean C. Accius, PhD**, Senior Vice President, **AARP Thought Leadership and International Affairs**

2:05 – 2:35 pm  
Ballroom

## DEEPEN YOUR INSIGHTS INTO THE CAREGIVING ECOSYSTEM

Companies from established multinationals to start-ups are recognizing the caregiving market opportunity projected to be \$70 billion in 2020. Hear from the C-suite of innovative companies as well as government agencies and nonprofits supporting the more than 40 million family caregivers assisting a loved one over age 50. The panel will discuss the emerging trends, how to scale a business successfully and how to market to this valuable group who form the nation's largest health care volunteer army.

**MODERATOR:** **Sherri Snelling**, CEO and Founder, **Caregiving Club**

**PANELISTS:**

**John Polatz**, CEO, **PS Salon & Spa**

**Peter Yewell**, COO and Co-Founder, **Outpatient**

**Richard Lui**, Journalist, **MSNBC, NBC News**

**Greg Douquet**, Co-Founder and Managing Partner, **Red Duke Strategies LLC**

2:40 – 3:10 pm  
Ballroom

## THE ERA OF INFLUENCE AND INFORMATION: BUILDING YOUR BUSINESS VIA MEDIA, MARKETING & BRAND

In today's always-on media landscape, the critical role of communications and marketing cannot be ignored. To succeed in the longevity market, organizations must deploy strong, integrated communications strategies. Learn why smart messages are crucial, what role influencers can play in your marketing plan and how to leverage social media to support the future of your brand.

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

**PANELISTS:**

**Lori Bitter**, President/Senior Strategist, **Business of Aging**

**Jennifer Abernethy**, Founder, **Socially Delivered**

# MONDAY AGENDA

3:15 – 3:45 pm  
Ballroom

## HOME AS WORK-LIFE HUB — MAKING MONEY, STAYING MOBILE AND HEALTHY

Home is much more than where we eat and sleep and enjoy socializing. Today, older Americans are running businesses and encore careers, managing health and wellness for themselves and older family members and engaging in social activity all from the comfort of home. Learn about on demand and delivery services as well as building a home-based business and what regulatory reimbursement issues are tied to social engagement for older adults.

**MODERATOR:** [Richard Eisenberg](#), Managing Editor and Senior Web Editor, [Next Avenue](#)

### PANELISTS:

[Sharon Emek](#), Founder, [WAHVE](#)

[Ernie Ianace](#), Co-Founder and EVP Sales and Marketing, [Vital Tech](#)

[Justin Boogaard](#), Co-Founder, [GoGoGrandparent](#)

3:45 – 3:55 pm

## BREAK

3:55 – 4:40 pm  
Ballroom

## PITCH FOR DISTRIBUTION TO THE CORPORATIONS AND ORGANIZATIONS INVESTING IN THE LONGEVITY ECONOMY

These companies in the longevity marketplace have successfully developed their product or service and are producing revenue and profitability. The next stage of growth is to provide distribution partners that help scale and build their enterprise. Listen to the pitches of these companies and see which distribution partners are willing to “take a meeting.”

**MODERATOR:** [David Lindeman](#), Director, [CITRIS Health](#)

### PITCH PANEL:

[Jessie Brumbach](#), Global Chief Brand Officer, [Home Instead Senior Care](#)

[Ginna Baik](#), Senior Care Practice Leader, [CDW](#)

[Todd Haim](#), Chief of the Office of Small Business Research, [National Institute on Aging](#)

[Kris Chana](#), CEO, [Chelsea Place Senior Care](#)

[Rick Robinson](#), Vice President of Product, [AARP Innovation Labs](#)

### PRESENTERS:

[Chris Ellis](#), CEO, [Audio Cardio](#)

[Nathan Firer](#), Founder, [Megilla](#)

[Ali Ahmadi](#), CEO and Co-Founder, [TCare Inc.](#)

4:45 – 5:05 pm  
Ballroom

## WASHINGTON, DC: NEVER A DULL MOMENT

Bob Blancato brings his unmatched experience in government, nonprofits and consulting — including leading the bipartisan 3000-member Elder Justice Coalition, Defeat Malnutrition Today Coalition, Past Chairmanship of the American Society on Aging and current role on the National Board of AARP — to give us his crystal ball on the future of aging. With 2020 and all the implications of an election year right around the corner, Bob will share his insights on policy updates and other factors driving the aging experience in America.

**SPEAKER:** [Bob Blancato](#), President, [Matz, Blancato, and Associates](#), Immediate Past Chair, [American Society on Aging](#)

# TUESDAY AGENDA

## WASHINGTON INNOVATION IN LONGEVITY SUMMIT

TUESDAY, DECEMBER 10, 2019

7:00 – 9:00 am

### REGISTRATION

*(Refreshments & Coffee)*

7:00 am

### EXHIBITS OPEN

8:15 – 8:20 am

Ballroom

### OPENING REMARKS

**Mary Furlong**, CEO, **Mary Furlong & Associates**, Executive Producer, **Washington Innovation in Longevity Summit**

8:20 – 8:25 am

Ballroom

### WELCOME AND INTRODUCTION TO KEYNOTE

**Allison Sekuler**, Managing Director, **Centre for Aging + Brain Health Innovation (CABHI)**

8:25 – 9:05 am

Ballroom

### WHAT THE U.S. HEALTHCARE SYSTEM CAN LEARN FROM GLOBAL BEST PRACTICES IN ALZHEIMER'S CARE

What are the best practices in other parts of the world in Alzheimer's research, government policies and support for Alzheimer's patients and their caregivers Where is the U.S. setting the pace? What are the vital steps still urgently needed for healthcare systems globally for a stronger and more effective response to Alzheimer's?

**KEYNOTE SPEAKER:** **George Vradenburg**, Chairman and Co-Founder, **USAgainst Alzheimer's**

8:25 – 8:45 am

8:45 – 9:05 am

### RESPONSE PANEL : ALZHEIMER'S READINESS — GLOBAL HEALTH PERSPECTIVES DISCUSSION

Experts from public and private sectors talk about initiatives, policy and global best practices that can add value to America's health care system when it comes to neuroscience, memory care and the looming Alzheimer's epidemic which today impacts 44 million worldwide but is expected to nearly double to 76 million by 2030.

**MODERATOR:** **Sherri Snelling**, CEO and Founder, **Caregiving Club**

#### PANELISTS:

**Vijeth Iyengar**, Brain Health Lead and Technical Advisor to the Deputy Assistant Secretary for Aging at the Administration for Community Living, **US Department of Health and Human Services**

**Henry Mahncke**, CEO, **Posit Science**

9:10 – 9:40 am

Ballroom

### GLOBAL SOLUTIONS FOR AGING

Explore how the needs of older adults and solutions for healthy aging vary across different regions of the world. These experts will discuss the ways in which learnings from one region can inform others, and the challenges and opportunities a global approach provide for the spread and scale of innovation. We'll gain insights from individuals approaching the issue from several perspectives, including science, social innovation, entrepreneurship, distribution, and funding.

**Allison Sekuler**, Managing Director, **CABHI**

#### PANELISTS:

**Todd Haim**, Chief, Office of Small Business Research, **National Institute on Aging**

**Emi Kiyota**, Founder, **Ibasho**

# TUESDAY AGENDA

9:40 - 9:50 am

## BREAK

9:50 - 10:30 am

## A GLIMPSE INTO GLOBAL INVESTMENT IN ACTION

Investment in the longevity economy is occurring with venture corporate, strategic angel and philanthropic funds from around the globe. Listen and learn from the investors and entrepreneurs who are connected globally and are providing funds and receiving investment while they scale innovation on a global level. The discussion also features experts on social capital and global accelerators.

**MODERATOR:** [Mary Furlong](#), CEO, [Mary Furlong & Associates](#), Executive Producer, [Washington Innovation in Longevity Summit](#)

### PANELISTS:

[Sherwin Sheik](#), President and CEO, [CareLinx](#)

[John Hopper](#), Chief Investment Officer, [Ziegler Longevity Ventures](#)

[Keren Etkin](#), Founder, [The Gerontechnologist](#)

10:35 - 10:55 am

[Ballroom](#)

## ON PRODUCT

As the longevity market has evolved, many new entrepreneurs have joined with great ideas and strong business experience. In this panel, two leading technology executives and entrepreneurs discuss the how-to of getting the right mix between product and market fit. They also share advice on product iteration. In addition, we will learn how the AARP Innovation process works for entrepreneurs with examples of companies inside of The Hatchery.

**INTRODUCTION:** [Mary Furlong](#), CEO, [Mary Furlong & Associates](#), Executive Producer, [Washington Innovation in Longevity Summit](#)

### SPEAKERS:

[Rick Robinson](#), Vice President of Product, [AARP Innovation Labs](#)

[Brian Corey](#), Co-Founder and CEO, [Outpatient](#)

11:00 - 11:30 am

[Ballroom](#)

## HOW TO BUILD GLOBAL PARTNERSHIPS

This session will discuss examples of global partnerships that help innovations get into the hands of users internationally. Learn how to scale your solution with the right international partners who can help you navigate and leverage your ability to grow.

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

### PANELISTS:

**JAPAN/FLORIDA:** [Albert Chu](#), Innovation Consultant, [SOMPO Digital Lab](#) and

[Jerry Wilmink](#), Chief Business Officer, [CarePredict](#)

**SWEDEN/OKLAHOMA:** [Catharina Borgenstierna](#), CEO, [Camano Care](#) and

[Taylor Hernandez](#), Director of Innovation, [Senior Star](#)

**ISRAEL/IOWA:** [Kris Hansen](#), CEO, [Western Home Communities](#) and

[Brian Shulman](#), Director of Business Development, [Intuition Robotics](#)

11:35 am - 12:05 pm

[Ballroom](#)

## THE ELEMENTS: A TRIO OF TALKS ON BUILDING SUCCESS IN THE LONGEVITY ECONOMY

Three business leaders discuss opening new channels, finding markets and scaling a business on the global stage. Embodied Labs is a rising star start-up working to build international partnerships; Ageless Innovation's Joy for All brand is a spin-off from Hasbro that is scaling globally; Posit Science is a successful business with channel partners at AARP, CMS, NFL, and globally through the World Health Organization.

Hear the real stories and the valuable lessons learned on the road to success.

**INTRODUCTION:** [Lori Bitter](#), President/Senior Strategist, [Business of Aging](#)

# TUESDAY AGENDA

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12:05 – 1:05 pm

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1:05 – 1:15 pm  
Ballroom

— AND —

1:20 – 2:05 pm  
Ballroom

— OR —  
1:05 – 2:05 pm  
Morrow

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2:05 – 2:20 pm

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2:20 – 2:35 pm  
Ballroom

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2:40 – 3:10 pm  
Ballroom

## SPEAKERS:

**Carrie Shaw**, Founder and CEO, **Embodied Labs**  
**Ted Fischer**, CEO and Co-Founder, **Ageless Innovation**  
**Jeff Zimman**, Co-Founder and Chairman, **Posit Science**

## LUNCH

## PLEASE CHOOSE ONE OF THE FOLLOWING:

### ON TEAM AND CULTURE

All organizations are, of course, comprised of wide arrays of people bringing diversity in age, experience, personality, ethnicity, race, and sensibility. The manner in which all these people live and work together makes culture. Our spotlight speaker gives insights on how culture can drive business success.

**SPEAKER:** **Sean Kelly**, President and CEO, **Kendal Corp.**

### PITCH FOR DISTRIBUTION TO THE CORPORATIONS AND ORGANIZATIONS INVESTING IN THE LONGEVITY ECONOMY

Growing globally requires the right distribution partners. These companies in the longevity marketplace pitch our expert panel to “take a meeting” in their effort to scale internationally.

**MODERATOR:** **Mel Barsky**, Director of Business Development, **CABHI**

#### CORPORATIONS:

**Albert Chu**, Innovation Consultant, **SOMPO**  
**Sherwin Sheik**, President and CEO, **CareLinx**  
**Sheri Rose**, CEO and Executive Director, **Thrive Center Inc.**  
**Jacqueline Baptist**, Marketing and Business Development Lead, **CABHI**

#### PRESENTERS:

**Charles de Vilmorin**, CEO, **Linked Senior**  
**Dr. Kaveh Vejdani**, Chief Medical and Technology Officer, **Darmiyan**  
**Catharina Borgenstierna**, CEO, **Camano Care**

### INVESTING AND PARTNERING WITH A PURPOSE

People. Planet. Purpose. Investors, strategic partners and entrepreneurs will meet and mingle as they discover the common interests and missions delivering solutions for the longevity market.

**David Lindeman**, Director, **CITRIS Health**  
**Stephen Johnston**, Co-Founder, **Aging 2.0**  
**Robert Fine**, Executive Director and Founder, **IVRHA**

## BREAK

### INCLUSIVE TECHNOLOGY FOR ALL GENERATIONS: STATE-OF-THE-INDUSTRY BRIEFING

Recent research provides a roadmap on how to harness the power of intergenerational tech experiences for healthy aging.

#### SPEAKER:

**Michael Phillips**, Director of Technology Strategy and Integration, **AARP**

### EVERY DISSONANCE OF AGING IS A MARKET OPPORTUNITY: A CASE STUDY ON BONE DENSITY

The boomer market will range from 54 to 74 years old in 2020. These older adults are caring for even older adults in their 80s, 90s and 100s as they develop chronic conditions related to hearing, mobility, vision, menopause, joint pain and more. This talk provides an education

# TUESDAY AGENDA

3:15 – 3:45 pm  
Ballroom

on the leaders who are seizing the business opportunities available to address the future of chronic pain and aging health challenges.

**MODERATOR:** [Kathleen Cody](#), Executive Director, **American Bone Health**

**SPEAKER:**

[Ossi Riekkinen](#), CEO, **Bone Index Finland Ltd.**

## HIGH TIMES — IT MUST BE 4:20 SOMEWHERE

One of the fastest growing markets globally is the market for cannabis and CBD products that can become an alternative to joint pain and stress management. With increasingly large numbers of older adults joining cannabis clubs, discover companies “growing” in the space and what regulatory challenges and opportunities they face. Also discover employment and encore career opportunities in the cannabis and CBD product market.

**INTRODUCTION:** [Stuart Rosenthal](#), Founder and Publisher, **The Beacon**

**SPEAKERS:**

[Pat Campbell](#), CEO and Founder, **Olina Life**

[Matthew L. Mintz, MD, FACP](#), Clinical Associate Professor of Medicine, **The George Washington University School of Medicine**

3:50 – 4:10 pm  
Ballroom

## THE POLITICAL LANDSCAPE 2020: WHAT ON EARTH IS GOING ON?

Two of our boomer and millennial experts team up to describe the political revolution that is taking place worldwide. With a nod to technology, both older and younger generations, are reaching for answers to optimal aging in a challenging world where policy and politics collide.

**SPEAKERS:**

[John Zogby](#), Founder and Senior Partner, **John Zogby Strategies**

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

4:10 – 5:30 pm

## HIGH CANADIAN TEA

We are fortunate enough to have CABHI as a co-producer. Please join us at the end of the day for a traditional Canadian tea as we partake in a “High Times, High Tea and Holiday Networking Reception.”

### Media Room — Located in Lisagor

Throughout the afternoon, the Media Room will feature a series of interviews with reporters who cover the Age Beat and entrepreneurs, executives and thought leaders around topics of interest.

# SPEAKER BIOS

## **JENNIFER ABERNETHY, Founder, Socially Delivered**



Jennifer Abernethy is a speaker, digital agency owner and 2x national author of the ever-popular *Complete Idiot's Guide to Social Media Marketing*. (Penguin/Random House). Her clients include those in the tech and longevity space, along with other verticals. Want to know marketing and sales trends? Ask Jennifer! @Saleslounge, @WeDeliverSocial, www.SociallyDelivered.com

## **JEAN C. ACCIUS, PHD, Senior Vice President, AARP Thought Leadership and International Affairs**



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.

## **ALI AHMADI, CEO and Co-Founder, TCare Inc.**



Ali Ahmadi is the CEO/Co-Founder of TCARE, a venture-backed family caregiver burnout preventions tool powered by predictive analytics. TCARE's Medicaid-approved platform is used by health insurance companies to reduce family caregiver burnout and delay nursing home placement. The company's evidence-based predictive technology saved Washington State Department of Social and Health Services over \$10 million in a 2,300-caregiver pilot by delaying nursing home placements by an average of 21 months.

## **GINNA BAIK, Senior Care Practice Leader, CDW**



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.

## **JACQUELINE BAPTIST, Marketing and Business Development Lead, CABHI**



Jacqueline Baptist is the Centre for Aging + Brain Health Innovation (CABHI)'s Marketing and Business Development Lead in Toronto, Canada. She's actively looking for promising new innovations and innovators that help people live longer, live better and live with optimal cognitive health. She has experience in the health, technology and consumer products sectors in Canada, the United States and France.

## **MEL BARSKY, Director of Business Development, Centre for Aging + Brain Health Innovation**



Mel Barsky is the Director of Business Development at CABHI. He 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.

## **LORI BITTER, President/Senior Strategist, The Business of Aging**



Lori K. Bitter provides strategic consulting, research and development for companies designing for and engaging with mature consumers. She manages large consumer research projects, including Hacking Longevity, sponsored by AARP and P&G. She is the author of *The Grandparent Economy*.

## **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 among other positions. As a volunteer Bob is the Immediate Past Chair of the American Society on Aging and is on the National Board of AARP.

## **JUSTIN BOOGAARD, Co-Founder, GoGoGrandparent**



Justin was broke and decided to move in with his grandma Betty. After three years she got frustrated that he was still broke and asked him and his co-founder David to make a phone number she could use to call Uber. Four years later and Betty is joined by tens of thousands of people using GoGo every week to stay independent.

## **CATHARINA BORGENSTIERNA, CEO, Camanio Care**



Catharina Borgenstierna is CEO of the innovation company Camanio Care Inc., producer of BikeAround experience bike and other innovations for the elderly care market. With more than 20 years of experience in the health-care market, Catharina is contributing to bringing new innovations to those who need them the most.

## **JESSIE BRUMBACH, Global Chief Brand Officer, Home Instead Senior Care**



Jessie has been with Home Instead Senior Care since 2008 where she leads the global brand and marketing strategy. Her team has won multiple awards for strategy, creativity and execution. Jessie is a member of the Homecare100 Advisory Council and Board of Directors at Hawthorne Strategies.

## **PAT CAMPBELL, CEO and Founder, Olina Life**



Pat Campbell is CEO and Founder of Olina Life, a new CBD company founded by women and targeted to the 50+ market. Pat is an accomplished entrepreneur and senior leader with an extensive history of spearheading innovative strategies that have grown a diverse range of consumer-based, multichannel businesses. For the last 6 years Pat has been a major player in the Cannabis industry. Her previous experience encompasses leading Fortune-500 publishing companies, including President of Popular Science, financial services as well as several Internet startups.

## **KRIS CHANA, CEO, Chelsea Place Senior Care**



Kris is the proud father of two beautiful children, Emily (4 yrs) and Liam (2 mos). Kris is the founder and CEO of Chelsea Place Senior Care (named after his wife, Chelsea) and the host of Senior Source TV. Chelsea Place is the future of senior daytime care. Senior Source TV is the #1 educational YouTube channel on senior care. Fun fact: Kris and Chelsea were the youngest newlyweds to own, operate and live in their own assisted living facility for the first 3.5 years of their marriage.

## **GARY CHARLAND, President and CEO, Masonic Homes of California**



Gary Charland served in various positions with the Washington Hospital Health Care System. He served as the Chief of Physician Development and as the Executive Director for Washington Township Medical Foundation. Charland was the former COO of East Bay Medical Network/Bay Physicians Medical Group. Mr. Charland currently serves on the Board of Directors of the Masonic Communities and services Association, the Washington Township Healthcare Foundation as a secretary, the Advisory Board for the New Haven Schools Foundation as well as on the Board of Governors for Shriners Hospital for Children-Northern California.



# SPEAKER BIOS

## **ALBERT CHU, Innovation Consultant, SOMPO**



Albert Chu is a member of the SOMPO Digital Lab Silicon Valley team responsible for product innovation and partnerships, with a focus on aging, caregiving, insurtech and AI. Albert has leadership experience with startups and corporations, bringing dozens of products to market including while at Apple, AT&T and PalmSource.

## **KATHLEEN CODY, Executive Director, American Bone Health**



Kathleen M. Cody is the Executive Director of American Bone Health. She brings over 40 years of executive management experience to the challenges surrounding the public education of osteoporosis and fracture prevention. With a passion for individual engagement and empowerment, she works with scientists and researchers to provide easy to use and understand tools and resources for the public. She has assembled coalitions of individuals and agencies to address important bone health issues such as creating a National Awareness Campaign for Older Women and developing the Athletic and Performance Energy Deficit Initiative.

## **BRIAN COREY, Co-Founder and CEO, Outpatient**



Brian Corey is Co-Founder/CEO of Outpatient, the Caregiver Collaboration App. He is a caregiver for his mom. Previously, Brian was COO at Premise, built operating systems and mobile apps at Facebook, and learned his product craft at Amazon.com and others. Brian earned a BA from Northwestern University and an MBA from Harvard Business School.

## **SUSAN DAVIS, Chairman and CEO, Susan Davis International**



Susan Davis is Chairman of Susan Davis International (SDI), a global strategic communications consulting firm, and Co-Founder and Board Director of Smart Ageing Living Labs of Ireland (SALLI).

## **CHARLES DE VILMORIN, CEO, Linked Senior**



Charles is passionate about honoring the older adult in our society. He is the CEO and Co-Founder of Linked Senior, a resident engagement platform for senior living. He is on the board of the Validation Training Institute and the AMDA Innovation Council and started the Old People are Cool initiative.

## **SUSAN DONLEY, Publisher and CEO, Stria**



Susan Donley, Publisher & CEO, Stria. A digital news platform for longevity market professionals, Stria (strianews.com) provides subscribers insight into older consumers and the longevity economy.

## **GREG DOUQUET, Co-Founder and Managing Partner, Red Duke Strategies LLC**



Greg Douquet is Co-Founder and Managing Partner of Red Duke Strategies LLC, a SDVOSB that bridges the gap between industry and the technology needs of national security agencies. Red Duke Strategies' clients represent the most innovative approaches to caregiving for military and veteran families.

## **RICHARD EISENBERG, Managing Editor and Senior Web Editor, Next Avenue**



Richard Eisenberg is Managing Editor of PBS' Nextavenue.org, a website for people 50+, editor of its Money and Work & Purpose channels and a blogger. He won the RTNDA/NEFE Excellence in Personal Finance Reporting Award in 2017.

## **CHRIS ELLIS, CEO, Audio Cardio**



Chris Ellis is the CEO and Co-Founder of AudioCardio and is a serial entrepreneur with over 15 years of startup experience. As a top performer and leader at multiple startups, Chris played a pivotal role as a founding team member in four successful acquisitions. Since then, Chris has been involved in a number of companies as an investor, advisor or consultant.

## **SAEED ELNAJ, CIO and VP for Information Technology, NCOA**



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.

## **SHARON EMEK, Founder, 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 grown to over retirees working from home. Sharon is a dynamic leader, a prolific speaker, and a progressive thinker who has earned numerous awards for her thought leadership.

## **KEREN ETKIN, Founder, The Gerontechnologist**



Keren Etkin is a Gerontologist by training and a tech enthusiast by nature. After working with older adults in the nonprofit world, she transitioned into the tech industry, with a day job at Intuition Robotics and taking the night shift creating TheGerontechnologist. In her spare time, she volunteers in the "Furry Friends for the Elderly" project and enjoys life in sunny Tel Aviv.

## **ROBERT FINE, Executive Director and Founder, International Virtual Reality and Healthcare Association**



Robert is the Executive Director and Founder of IVRHA (International Virtual Reality and Healthcare Association). He has over 25 years of work experience in the DC area with various companies including Conservation International, CMGI, Hughes Network Systems, ioWave and Raytheon.

## **NATHAN FIRER, Founder, Megilla**



Nathan Firer is a former attorney, TV/digital producer & current founder of Megilla — an online DIY video-storytelling platform designed for older adults to tell life stories & build legacies. For years, Nathan has lead storytelling (also think tank & comedy improv) sessions at senior living communities, learning the value of storytelling & legacy.

## **JIM FIRMAN, President and CEO, NCOA**



For more than 35 years, James Firman, EdD, has been a leading force for innovation in services, programs, and public policies for older adults. Under his leadership, NCOA has developed many nationally acclaimed programs to improve the health, independence, and economic security of older Americans. NCOA also has built core competencies in collaborative leadership, fostering and scaling evidence-based innovations, and advocacy.

## **TED FISCHER, CEO and Co-Founder, Ageless Innovation**



Ted Fischer has spent his career building, working with, and leading collaborative teams committed to achieving positive financial and social impact. As CEO of Ageless Innovation, Ted is focused on accelerating the growth and impact of the JOY FOR ALL brand that

# SPEAKER BIOS

he and his former Hasbro team recently spun out and acquired. He joined Hasbro in 2015 as VP of Business Development to help lead the identification and execution of new growth platforms, primarily focused in the Health and Wellness space. At Hasbro, Ted led the launch of Hasbro's JOY FOR ALL brand, their first product line developed specifically for older adults.

## **MARY BETH FRANKLIN, Contributing Editor, Investment News**



Mary Beth Franklin is a leading expert of Social Security and Medicare. An award-winning journalist and Certified Financial Planner, she writes a weekly column on retirement issues for *Investment News* and is the author of *Maximizing Your Social Security Retirement Benefits*.

## **MARY FURLONG, CEO, Mary Furlong & Associates; Executive Producer, Washington Innovation in Longevity Summit**



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*.

## **TODD HAIM, Chief of the Office of Small Business Research, National Institute on Aging**



Dr. Todd Haim serves as Chief of the Office of Small Business Research at National Institute on Aging (NIA). He oversees its development and evolution with the goal of increasing the impact of NIA's SBIR and STTR programs. Previously he was Program Director at the National Cancer Institute's SBIR Development Center, where he managed a portfolio of innovative therapeutics and the implementation of new initiatives that accelerated the commercialization of novel technologies.

## **JULIE HALPERT, Freelance Journalist**



Julie Halpert is an award-winning freelance journalist with more than two decades of experience writing for many national publications, including *The New York Times*, CNBC and AARP. She writes the "Second Acts" stories for *The Wall Street Journal*, focusing on those who have switched careers late in life.

## **KERRY HANNON, Author**



Kerry Hannon is a strategist on careers, entrepreneurship, and retirement. She is a keynote speaker and media commentator. Kerry is the author of 13 books, including *Never Too Old To Get Rich* and *Great Jobs for Everyone 50+*. She's a columnist and contributor to *The New York Times*, Next Avenue.org, *Forbes* and MarketWatch.

## **KRIS HANSEN, CEO, Western Home Communities, Chair, Thrive Alliance**



Kris Hansen is CEO of Western Home Services, a life plan community which serves approximately 1,800 clients daily. Kris has helped other Iowa organizations reposition and expand their campuses around the state and region. He has long been involved with public policy and advocacy, both in Iowa and Washington, D.C. Kris helped assemble and serves as board chair of the Thrive Alliance.

## **MARY HAYNES, President, Nazareth Home**



President and CEO of Nazareth Home in Louisville, Kentucky, since 2011, Ms Haynes is an active advocate for innovation in long term care and began Kentucky's first dementia support properties. The two Nazareth Homes are each 5 Star skilled nursing home ranked among the nation's top 10% of communities. Haynes is a founder of the Louisville Value Network and the Innovators Alliance serving on the initial board of the Thrive Center, an innovation hub. A frequent thought leader presenter and a Louisville Business First "leader to watch," Haynes most recent frontier is the promotion of a better understanding of palliative care.

## **Dan Hermann, President and CEO, Head of Investment Banking, Ziegler Link•Age Longevity Fund**



Dan Hermann is President, CEO and Head of Investment Banking at Ziegler. Mr. Hermann is dedicated to fostering the growth of the firm, while also pursuing new initiatives. During his 30-year tenure with Ziegler, Mr. Hermann has become a leading investment banker in the senior living industry. In addition, he was instrumental in the creation of and fundraising for the Ziegler Link•Age Longevity Fund, L.P—a fund focused on the aging market and companies that provide innovative products, services and technologies to meet the growing needs of seniors and senior living providers in this changing era of healthcare reform.

## **TAYLOR HERNANDEZ, Director of Innovation, Senior Star**



Meet Taylor Hernandez of Tulsa, Oklahoma-based Senior Star. A decade into her senior living career, Taylor has overseen a number of successful rollouts for new programs and services for both residents and associates. Most recently, she has implemented the Company's new learning management system and launched a Middle-Manager leadership training initiative. She partners with global organizations to bolster the development of Senior Star associates, such as leading the Great Place to Work associate engagement platform and strengthening alignment to the Company's culture as a certified FISH! Trainer. Taylor has a passion for sparking insightful, "ah-ha" moments for associates and stakeholders alike, and is driven by a never-ending pursuit of excellence.

## **JOHN HOPPER, Chief Investment Officer, Ziegler Longevity Ventures**



John Hopper is the Managing Director of Link•Age Ventures which invests in venture firm companies that provides 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.

## **ERNIE IANACE, Co-Founder and EVP Sales and Marketing, Vital Tech**



Ernie Ianace is a dynamic leader with over thirty years of sales, marketing and management experience with companies ranging from startups to complex global organizations. He has a demonstrated track record of establishing domestic and international sales channels and driving revenue under aggressive timeframes. Ernie has held executive positions at Siemens, Efficient Networks, NoMagic and 3Com Corp.

## **VIJETH IYENGAR, Brain Health Lead and Technical Advisor to the Deputy Assistant Secretary for Aging at the Administration for Community Living, U.S. Department of Health and Human Services**



Dr. Iyengar serves as the Brain Health Lead and Technical Advisor to the Deputy Assistant Secretary for Aging at the Administration for Community Living (AoA/ACL), an operating division of the U.S. Department of Health & Human Services.

# SPEAKER BIOS

## **SEAN KELLY, President and CEO, Kendal Corp.**



Sean Kelly joined The Kendal Corporation in 2008, becoming President and CEO in 2016. During his tenure he has fostered a culture of continuous improvement, finding opportunities for growth and evolution throughout Kendal. He is a frequent speaker on senior housing, emerging trends, organizational management and leadership.

## **EMI KIYOTA, Founder, Ibasho**



Emi Kiyota is the founder and director of Ibasho, an organization that facilitates the co-creation with elders of socially integrated, sustainable communities that value their elders. Dr. Kiyota holds a Ph.D. in architecture from the University of Wisconsin-Milwaukee. She is an environmental gerontologist and a consultant with over 20 years experience in designing and implementing person-centered care in long-term care facilities and hospitals globally.

## **NANCY LEAMOND, Executive Vice President of Strategy, AARP**



As Executive Vice President and Chief Advocacy and Engagement Officer, Nancy Leamond has responsibility for driving AARP's social mission on behalf of Americans age 50-plus and their families. Nancy leads government affairs and legislative campaigns for AARP, widely seen as one of the most powerful advocacy organizations in the country. She also manages public education, community engagement, volunteerism, and multicultural outreach and engagement.

## **DAVID LINDEMAN, Director, CITRIS Health**



David Lindeman, PhD, is Director of CITRIS 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.

## **RICHARD LUI, Journalist, MSNBC, NBC News**



Richard Lui is a journalist and news anchor for MSNBC and NBC News, and previously at CNN Worldwide. As a technologist, he has launched six technology brands over three technology cycles, most recently a Silicon Valley artificial intelligence company. He is a caregiver for his father and celebrity champion for the Alzheimer's Association, Caregiving Champion for AARP, and ambassador for Brightfocus.

## **HENRY MAHNCKE, 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.

## **MATTHEW L. MINTZ, MD, FACP, Clinical Associate Professor of Medicine, The George Washington University School of Medicine**



Currently practicing in Bethesda, Maryland; Dr. Matthew Mintz was previously faculty at The George Washington University School of Medicine for 20 years. Consistently named one of *Washingtonian Magazine's* Top Docs, Dr. Mintz has published on multiple topics, and has certified patients for medical cannabis in DC and Maryland since 2017.

## **ALEXANDRA MOREHOUSE, Chief Marketing Officer, Banner Health**



Alexandra Morehouse is an experienced C-Suite strategy executive and enterprise CMO for Fortune 500 companies in financial services and healthcare. She has managed P&L's up to \$10B and global teams of over 2,000 FTE at organizations including American Express, Charles Schwab, AAA, Kaiser Permanente and Banner Health. Ms. Morehouse has served as an Independent Board Member for SnapFish and is currently an Advisory Board Member for Alto Neurosciences, Embodied Labs and Reputation.com.

## **JOSEPH MURPHY, EVP, LifePod**



Joseph A. Murphy is the EVP of Business Development for LifePod Solutions, Inc. Joe has over 30 years of experience in sales leadership, successfully strategizing and executing high growth plans within tech startups and organizations, including Bigbelly, ByAllAccounts (now Morningstar), Verdasys, Success Metrics Inc. (now Infor) and SpeechWorks (now Nuance).

## **JAKE NICE, Principal, Nationwide Ventures**



Jake Nice is a Senior Associate at Nationwide Ventures. Prior to joining Nationwide Ventures, Jake was an early employee at Avant, a leading FinTech consumer lending platform. While at Avant, Jake led the early development of multiple customer acquisition channels and later helped to launch the Powered by Avant product. Jake began his career as an investment banking analyst in New York City at BMO Capital Markets in the US Debt Capital Markets group. Jake received his BBA in Finance from Villanova University.

## **LAURIE ORLOV, CEO, Aging in Place Technology Watch**



Laurie 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 9 years as an analyst at Forrester Research.

## **MICHAEL PHILLIPS, Director of Technology Strategy and Integration, AARP**



Michael Phillips is the Director of Technology Strategy Integration and is dedicated to supporting AARP's important social mission by connecting people to life-enhancing technology. Michael has led internal and external technology initiatives at AARP for over 18 years, including IT strategy integration, technology industry partnerships, community TEK programs, and championing innovation. He is passionate about empowering people to take full advantage of these amazing times and advocating for all generations within the technology industry.

## **RON PRESENT, Partner, Health Care Industry Leader, Brown Smith Wallace, LLC**



Ron Present is a Partner and the Health Care Services Industry Group Leader of Brown Smith Wallace. In this role, Ron advises health care providers, payors, employers and other organizations that support the health care industry through a variety of value-add channels. Ron is also the President of Value Network Solutions™ which offers a cloud-based app that enables value through care transitions and beyond.

## **JOHN POLATZ, CEO, PS Salon & Spa**



John Polatz is the CEO and Co-Founder of PS Salon & Spa, the leading national senior community salon and spa provider. As a values-based organization with over 1,000 professional locations in 39 states, PS takes great pride in cultivating a strong culture in support of its 1,800+ team members.

## **OSSI RIEKKINEN, CEO, Bone Index Finland Ltd.**



Dr. Ossi Riekkinen is the CEO and Co-founder of Bone Index Ltd., a medical device company with game-changing point-of-care technology (Bindex®) in osteoporosis diagnostics. Dr. Riekkinen has exceptional knowledge in the requirements to build and launch a health-care company from the ground up — with 1.5 million measured patients in U.S.

# SPEAKER BIOS

## **RICK ROBINSON, Vice President of Product, AARP Innovation Labs**



Rick Robinson is a digital media executive, successful startup founder, patent holder, tech writer and prolific instigator creating customer experiences for the world's largest media companies and nimblest venture-backed startups including Urgent.ly (co-founder), Digital City, AOL, AOL Time Warner, Webs.com, Sprint/XOHM, National Geographic Digital, Politico and AARP Innovation Labs. In his spare time he is Entrepreneur in Residence at Georgetown University and tries not to fall skateboarding.

## **SHERI ROSE, CEO and Executive Director, Thrive Center Inc.**



Sheri Rose is the CEO/Executive Director of the Thrive Center, a nonprofit innovation center focused on wellness and aging. She is also a partner at Commonwealth Leverage LLC, a healthcare professional consulting firm. Sheri previously held positions with AT&T, as Director of Sales & Regulatory. She serves on the Executive Board of the Women's Political Council of Louisville and on the board of New Directions Housing Authority. She was named by Louisville Business First as "Top 20 People to Know in Aging" and was recognized by HealthTech Magazine as one of three women to know in health IT. Sheri holds a B.A. and M.Ed. in Psychology from the University of Louisville.

## **STUART ROSENTHAL, Founder and Publisher, The Beacon**



Stuart Rosenthal and his wife Judy founded *The Beacon* newspapers 31 years ago. Today, they publish four monthlies addressing the interests of residents 50 and over in Greater Washington, D.C., Greater Baltimore, Howard County, Md. and Greater Richmond, Va. The papers, with a readership exceeding 450,000, regularly win many national awards for content.

## **ALLISON SEKULER, Managing Director, CABHI**



Allison Sekuler is the Vice-President, Research & Sandra Rotman Chair in Cognitive Neuroscience at Baycrest Health Sciences, as well as the Managing Director of the Centre for Aging + Brain Health Innovation (CABHI), and the Rotman Research Institute. Dr. Sekuler joined Baycrest after a 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), and the

Department of Psychology at the University of Toronto. She continues to hold faculty positions at both institutions, has received numerous awards for her scientific accomplishments and leadership, including recently being named one of Canada's Most Powerful Women for her contributions in science and technology.

## **CARRIE SHAW, Founder & CEO, Embodied Labs**



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

## **SHERWIN SHEIK, President and CEO, CareLinx**



Sherwin Sheik Founder & CEO of CareLinx a nationwide caregiver marketplace with over 300,000 professional caregivers. CareLinx is working with several of the largest Medicare Advantage plans, At-Risk Providers and is the in-home care partner for AARP for their 35 million members. CareLinx has been innovating better care for all over the past decade while reducing the overall cost of care. CareLinx was Acquired by Generali Global Assistance in 2017. Generali is the 3rd largest insurance company in the world. Prior to founding CareLinx, Sherwin worked and invested in the healthcare industry for over ten years. His business interests centered on large healthcare corporations while working in Healthcare Private Equity and Investment Banking.

## **SHERRI SNELLING, CEO and Founder, Caregiving Club**



Sherri Snelling is a corporate gerontologist and founder/CEO of Caregiving Club, a consulting and content creation company focused on the longevity economy and caregiver wellness. She is the author of *A Cast of Caregivers — Celebrity Stories to Help You Prepare to Care* and is a contributing columnist on caregiving. Sherri has done work for AARP, Keck Medicine of USC, UnitedHealthcare, LifeCare, CareLinx, Wells Fargo, QVC and Embodied Labs. Sherri was the chairman of the National alliance for Caregiving and is currently a board member of the Alzheimer's Association — Orange County chapter. She also serves as ambassador for the Caregiver Monday campaign and is a nationally sought speaker.

## **RAYMOND SPOLJARIC, CEO and Co-Founder, Aloe Care Health**



Co-Founder and CEO of Aloe Care Health, a smart technology platform for eldercare. With its voice-powered emergency response and AI-driven care management tools, Aloe Care Health benefits those wishing to age-in-place, their family members, professional caregivers, and healthcare partners.

## **DR. KAVEH VEJDANI, Chief Medical and Technology Officer, Darmiyan**



Dr. Kaveh Vejdani is the Chief Medical and Technology Officer at Darmiyan. He is a nuclear medicine radiologist from Stanford University and NYU Langone. Kaveh is also a self-taught computer programmer with 30 years of experience, and a medical image processing expert in the past 12+ years.

## **GEORGE VRADENBURG, Chairman and Co-Founder, USAgainstAlzheimer's**



George Vradenburg is the Chairman of UsAgainstAlzheimer's (UsA2), a disruptive and catalytic force he co-founded in 2010 to accelerate action to stop Alzheimer's. He is a member of the World Dementia Council; chairs the Global Alzheimer's Platform (GAP), the only patient-led Alzheimer's clinical trial network; and he and UsA2 serve as the convener of the Global CEO Initiative on Alzheimer's, (CEOi).

## **JERRY WILMINK, Chief Business Officer, CarePredict**



Jerry Wilmink previously founded WiseWear in 2013. WiseWear, like CarePredict, was a senior health technology company that developed B2C IoT products to help seniors. Jerry's experience also includes founding and growing the first Terahertz biosensing laboratory in the Department of Defense (DoD), operating as a startup director and consultant for VC firms and TechStars program, and serving as a program manager for United States' \$3 Billion SBIR/STTR product commercialization program. Jerry has penned several patents and published over 50 technical manuscripts and book chapters. He is also an advisor for United States' National Academy of Sciences NRC, SMART, and NDSEG.

## **ROBERT WRAY, CEO, BlueStar SeniorTech**



Admiral Robert Wray start his career as a nuclear engineer on Navy ships. Transferring to the reserves, he enjoyed a varied career in technology, construction, consulting, manufacturing, and hospitality, until promoted to Admiral for six years of active duty. In his post-Navy career, he is CEO

# SPEAKER BIOS

of BlueStar SeniorTech, which provides aging-in-place technologies to 7000 Americans in all 50 states.

## **GEORGE YEDINAK, EVP, Publisher and Founder, Aging Media**



George Yedinak is the Founder of Senior Housing News and Executive Vice President of Aging Media Network, Inc. Senior Housing News (SHN), founded in 2008, covers daily news and insights into the business of senior housing and senior living.

## **PETER YEWELL, COO and Co-Founder, Outpatient**



Peter Yewell is Co-Founder/COO of Outpatient, a caregiver collaboration mobile platform. The Outpatient App is used by professional caregivers and families as a simple, modern, and easy way to track activities and collaborate on progress. Outpatient is used in Senior Living, In-Home, Health Systems, and everyday Family Caregiving environments.

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



It's Never 2 Late (iN2L) is a company dedicated to helping older adults realize the full benefits of engagement technology. In 1999, Jack York retired as vice president of strategic sales for Vishay Intertechnology and started what has become a successful gerontechnology company. As of 2015, the company has a customer base of over 3000 communities spread out across all 50 states. iN2L's work has been recognized by the Wall Street Journal, NPR, and dozens of senior living publications.

## **JEFF ZIMMAN, Co-Founder and Chairman, Posit Science**



Jeff Zimman is the Co-Founder and Chief Dealmaker of Posit Science. The exercises in its flagship online product, BrainHQ, are the only commercially available brain exercises shown to improve standard cognitive measures, affective measures and functional measures. From 2003 to 2008, Jeff served as Chairman and CEO. Jeff is a former Venture Partner of VSP Capital, a former Managing Director of Lazard, and a former partner of Cooley. Earlier in his career, Jeff was an award-winning newspaper reporter, covering business and technology.

## **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: New-Tribes and Tribal Analytics in 21st Century America*.



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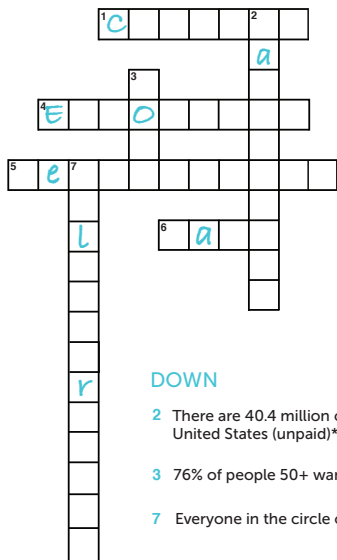


# THRIVE ALLIANCE

Solving Challenges & Scaling Solutions  
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## A Smarter Way to Care for Older Adults



### ACROSS

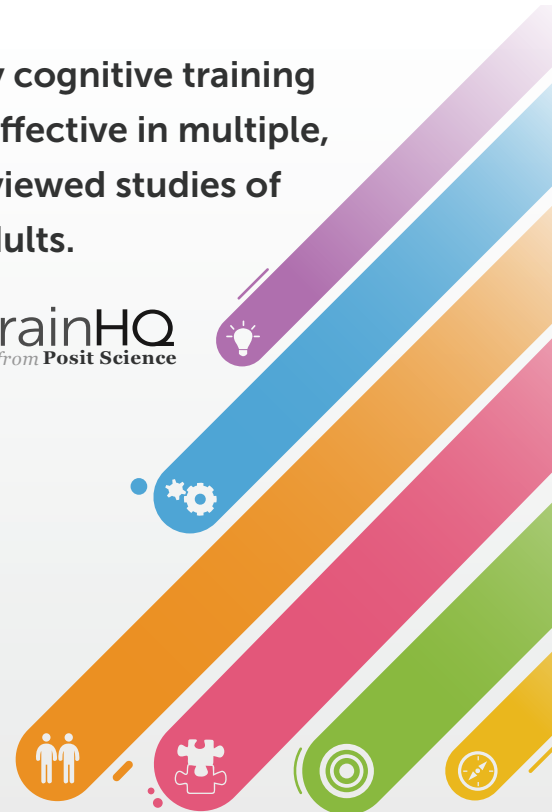
- Elders and caregivers need an easy way to do this (hint: so does WiFi)
- How elders feel when they are safe and connected
- What comes when we know that elders are safe (3 words)
- Living conditions for older adults must be this

### DOWN

- There are 40.4 million of them in the United States (unpaid)\*
- 76% of people 50+ want to stay here as they age\*\*
- Everyone in the circle of care benefits from this

\* U.S. Bureau of Labor Statistics  
\*\* AARP

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Users of this application should consult their healthcare professional before making any medical or health related decisions.



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First wearable for seniors that lets you know if they have skipped a meal, haven't gotten out of bed, aren't sleeping well or things are different than usual

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## Alzheimer's and Dementia Care GRANT PROGRAM

Hilarity For Charity and the Home Instead Senior Care network are working together to award home care grants to those providing care to their loved ones living with Alzheimer's disease or other dementias in the United States and Canada.



Home Instead Senior Care and Hilarity for Charity have awarded...



**284,450**

hours of in-home care

Reflects Hilarity for Charity care from 2014 to June 2019

[HelpForAlzheimersFamilies.com](http://HelpForAlzheimersFamilies.com)

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## What if you could:

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Improve the quality of family visits?

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# WHAT'S NEXT BOOMER BUSINESS *Summit*

MARCH 24, 2020

ATLANTA, GEORGIA



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INNOVATION**  
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De-risking your investments and prospects through CABHI's validation services for companies in the longevity sector gets them to market faster – with the data healthcare providers need to make a purchasing decision.

### Select CABHI Success Stories



#### **SWORD Health: Tech-enabled physical therapy (Portugal)**

- Leveraging their I<sup>2</sup>P<sup>2</sup> validation trial, startup SWORD Health raised two rounds of funding totalling \$15.1M USD. Their most recent round was a Series A totalling \$8M, led by Khosla Ventures.
- 2019 UCSF Digital Health Awards – Best Employer Wellness & Prevention Company Winner



#### **AceAge: Personal health device that organizes, schedules, and dispenses medication (Canada)**

- Signed a strategic distribution and supply agreement, and received a strategic investment from Centric Health, valued at \$2M CAD.
- Signed a distribution agreement with a leading home healthcare and service provider in Europe, which includes an initial purchase order for 6,000 devices.



#### **RetiSpec: Retinal imaging technology for the early detection of Alzheimer's (Canada)**

- Recipient of ~\$500,000 USD from the Alzheimer's Drug Discovery Foundation (ADDF) Diagnostics Accelerator to accelerate commercialization of their technology.
- The ADDF award includes a direct investment in the company, which is an organization funded by Bill Gates and Jeff Bezos, among others.

### About CABHI

The Centre for Aging + Brain Health Innovation (CABHI), powered by Baycrest, is a solution accelerator focused on driving innovation in the aging and brain health sector. Through its funding programs, CABHI helps global innovators gain access to key user groups in order to test, develop, validate, and accelerate their solutions in the longevity sector across 100+ trial sites. To date, we have directed over \$100M CAD to advancing healthcare innovations.

### Our validation services

CABHI's Industry Innovation Partnership Program (I<sup>2</sup>P<sup>2</sup>) facilitates the testing and user validation of global solutions with leading healthcare organizations across North America. Since 2016, I<sup>2</sup>P<sup>2</sup> has helped companies get their solutions procured, grow gross revenue, expand their sales pipeline, obtain carry-on investments, and get incorporated in new jurisdictions.

To collaborate, contact James Mayer, Manager, Health Innovations, at [jmayer@cabhi.com](mailto:jmayer@cabhi.com).

Learn more at [cabhi.com](http://cabhi.com).

