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

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Global Innovation Platform &
Startup Accelerator program

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?
Technology: A tool for allocating scarce human to highest value tasks
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
Global Network
In just over two years, Aging2.0 has become the leading platform for innovation in the aging space.
We’ve met over 1000 startups in the last 2 years
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
Aging2.0 Academy

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

BrainAid

www.BrainAid.com

CareLinx

GROVE

Lively

CARESolver

Life² Analytics of Aging

Open Placement

LIFT HERD

Sabi elevate. everyday.

Stitch

True Link
100+ Expert Advisor network
AgeTech West / Aging2.0
“Pitch for Pilots”
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
STANFORD CENTER ON LONGEVITY

DESIGN CHALLENGE

ENABLING PERSONAL MOBILITY
ACROSS THE LIFE SPAN

CHALLENGE COLLABORATOR: AGING 2.0

KICKS OFF SEPTEMBER 23, 2014
Aging2.0, the global innovation network, presents the inaugural Aging 2.0 Global Innovation Summit

MAY 14, 2014 | 8 AM - 7 PM
UCSF MISSION BAY | SAN FRANCISCO, CA

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 GENerator 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:
- Brookdale Senior Living
- Direct Supply
- Formation Capital
- Genesis Rehab Services
- Google for Entrepreneurs
- Home Instead Senior Care
- LG CNS
- MEDLINE
- PointClickCare

Silver:
- Cambia Health Solutions
- CapitalOne + ClearCare
- GE Capital Healthcare Financial Services
- HansonBridgett
- LeisureCare
- TridentUSA Mobile Clinical Services
- VENTAS

Bronze:
- Benchmark Senior Living
- CapitalSource
- CS Capital Advisors, LLC
- EPSON
- Genworth Healthcare REIT
- PHILIPS
- Prime Care Properties, LLC

Breakfast Sponsor:
- COMS Interactive
San Francisco (May/June 2015)
More details coming soon
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
- Lively
- Stitch
- True Link
- Aging 2.0
Intergenerational Innovation
FROM DESIGNING TO DESIGNING FOR WITH
THE FUTURE

NEXT EXIT
Mobile – Computer in our Pocket
Digital / Mobile Health
Wearables
Smart Homes / Internet of Things
Eating
Bathing

The joy of clean
Hygiene / Toileting
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.

Enter Phone Number
Get Instacart

Live in San Francisco, Palo Alto & Mountain View

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

Tweet
House Keeping
New Social / Communication Tools
Electronic Records
Big Data & Predictive Analytics
Key Takeaways
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

VS.

GOOD
Thank you!

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

- 75% of adult children rank their parents’ independent living as a top concern
- but 54% of adult children believe their parents will need help

Source: AARP
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: Nielsen
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.
GANE 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
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Policy Revisions to Make it Happen