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FOSTERING INNOVATION DURING COVID-19 & BEYOND



MODERATOR

Mary Furlong

*CEO, Mary Furlong & Associates
Executive Producer, What's Next
Longevity Academy*



PANELIST

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Centre for Aging and Brain
Health Innovation (CABHI)*



PANELIST

Jean Accius

*Senior Vice-President,
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and International Affairs*



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**TUESDAY, APRIL 28, 2020
1:00PM EST**



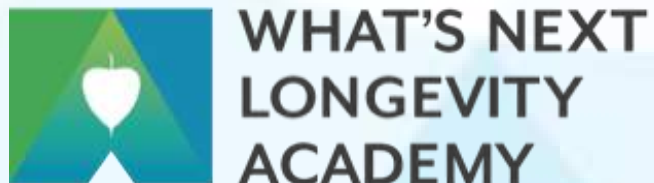
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Fostering Innovation During COVID-19 & Beyond



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Most Important: We Wish You Good Health!



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CABHI: A Solution Accelerator



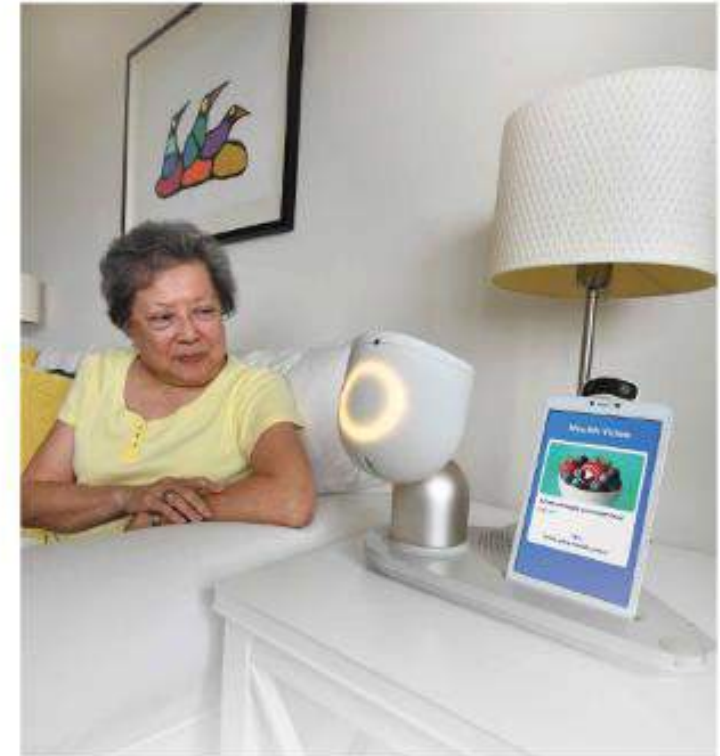
OUR MISSION

To accelerate the development, validation, commercialization, dissemination and adoption of innovative products, services and best practices to support brain health and aging



OUR VISION

A world in which people can age in the setting of their choice, maintaining their cognitive, emotional, and physical well-being as well as their independence as long as possible



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CABHI's Areas of Focus



AGING IN
PLACE



CAREGIVER
SUPPORT



CARE COORDINATION
& NAVIGATION



COGNITIVE
HEALTH



AGING INDIGENOUS
AND RURAL
COMMUNITIES



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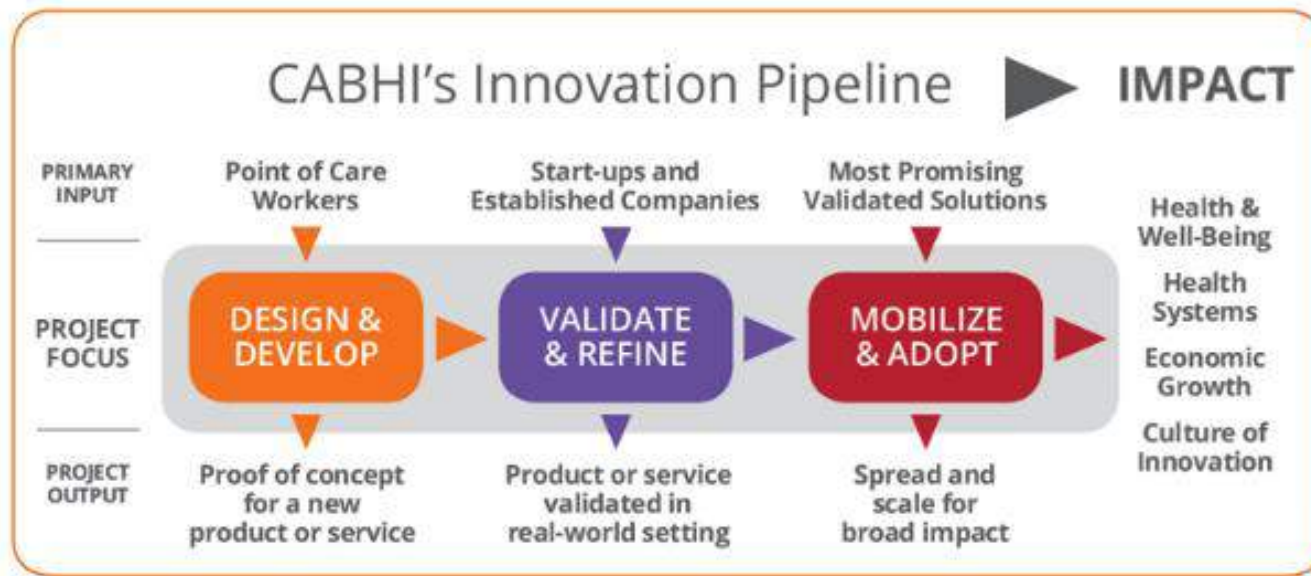


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CABHI's Innovation Pipeline



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CABHI's Impact to Date



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Fostering Innovation During COVID-19 & Beyond

Lessons learned during COVID-19 and emerging trends to reimagine aging both during COVID-19 & beyond!

- Innovations that are managing:
 - a) social isolation
 - b) caregiver support, &
 - c) maintaining physical and mental health
- Changing the way we work today & tomorrow in this new “abnormal” serving aging adults
- Pivoting to virtual events, conferences, meetings and socials
- Tools for you for helping individuals and institutions

COVID-19 Challenges

- Need for PPE (Personal Protection Equipment).
Especially: masks, hand sanitizer, & gloves
 - Sourcing
 - Producing
 - Re-purposing (sterilizing / UV)
- Social Isolation – esp. Seniors isolated in LTC's
- Testing equipment
- Telehealth
- Aging in place
- Mental health / counselling
- Family engagement
- Staff deployment
- Care navigation
- Support tools
- Ventilators
- Vaccine



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Baycrest – Army of Telehealth Robots

Robots contain:

Hardware: iPad, iPod, Jabra speaker, cart, bracket, EKO stethoscope, earphones, USB hub charger, charging cables

Software: OTN (Ontario Telehealth Network), Zoom, Stethoscope, FaceTime, MDM (Security), Skype



Baycrest – Telehealth Robots

Have been used to connect during
times
of social isolation

In this case with a patient in palliative
care



Isolating at Home

SENIORS AT UNIQUE RISK OF COGNITIVE DECLINE

- CABHI-funded Art on the Brain: engaging online recreation tool with scientific validation to help maintain cognitive health
- The Friendly Neighbour Hotline: mobilizing volunteers to help with groceries and essential errands
- Live at the Metropolitan Opera: Live in HD series offered free
- <https://www.cabhi.com/blog/5-innovative-solutions-for-combatting-social-isolation-among-seniors-during-covid-19/>

NEED HELP DURING THE CORONAVIRUS OUTBREAK?

We can help you pick up essentials like groceries and household items.

Call the Friendly Neighbour Hotline

Toll-free • available in 100 languages

1 (855) 581-9580

Service is only available for seniors in low-income housing in Toronto at this time.

Here's how it works:

1. Connect with a volunteer by calling the Hotline.
2. Let the volunteer know what you need.
3. Pick up and pay in the store. No delivery fees (cash preferred).

*Due to volume, we ask that you keep your order to 8 items or less.
For online orders, please visit: <http://friendlyneighbour.ca/hotline>

Call 2-1-1 for information and referral to community and social services.

Call 9-1-1 if you have a health emergency.

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UHN **CHS**



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Seniors' Centre Without Walls

TELEPHONE-BASED INFORMATION + COMMUNITY

- CABHI-Spark project
 - No charge to seniors
 - Allows seniors to stay connected from home and increases later-life learning opportunities with brain stimulating activities
 - Health-related information and social connections through direct telephone access
 - Conversations with peers and professionals from their local community
 - <https://www.cabhi.com/blog/a-seniors-centre-without-walls-connecting-seniors-in-rural-ontario/>

HOW TO CONNECT				
Dial 1-866-279-1594.				
Enter the activity's PASSECODE then press #.				
Enter your PIN then press #.				
Seniors' Centre Without Walls April 2020				
Monday	Tuesday	Wednesday	Thursday	Friday
		1 Mind Trap 10:00-10:30 Passcode: 340060	2 The Greenhouse 10:00-11:00 Passcode: 662712	3 Centre closed
4 The Coder 10:00-11:00 Passcode: 662712 Covid 19 Transmission Health info 1:00-2:00 and 3:00-4:00	5 Lee Marshall 10:00-11:00 Passcode: 662712	6 Seated Stretching 10:00-10:30 Passcode: 292540	7 Old Time Radio 10:00-10:30 Passcode: 796478	8 Centre closed
9 Centre closed Easter Monday	10 Songs you Love 10:00-10:30 Passcode: 157633	11 Tip Top Tails 2:00-2:30 Passcode: 340060	12 Seated Stretching 10:00-10:30 Passcode: 292540	13 Centre Closed
14 Mind Trap 10:00-10:30 Passcode: 340060 World Travelers 2:00-2:30 Passcode: 673669	15 Tip Top Tails 10:00-10:30 Passcode: 340060 Seated Stretching 2:00-2:30 Passcode: 292540	16 Songs you Love 10:00-10:30 Passcode: 157633 Penny Pinch 2:00-2:30 Passcode: 107112	17 Seated Stretching 10:00-10:30 Passcode: 292540 Volunteers 2:00-2:30 Passcode: 662712	18 Guided Meditation 10:00-10:30 Passcode: 576513 Poetry Without Walls 2:00-3:00 Passcode: 662712
19 Home That Tunes 10:00-10:30 Passcode: 340060 Seated Stretching 2:00-2:30 Passcode: 292540	20 Buzword 10:00-10:30 Passcode: 340060 World Travelers 2:00-2:30 Passcode: 673669	21 Seated Stretching 10:00-10:30 Passcode: 292540 Songs you Love 2:00-2:30 Passcode: 157633	22 Guided Meditation 10:00-10:30 Passcode: 576513 Birthday Party 2:00-2:30 Passcode: 106284	23



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Online Memory Library

TOOLS FOR PEOPLE LIVING WITH DEMENTIA

- Evidence-based app to share photos, videos and songs that have meaning to the individual who may be quarantined in long term care
- <https://www.cabhi.com/blog/compas-a-path-to-person-centred-communication-for-people-living-with-dementia/>



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CareStory Support - Augmented Reality

A great solution for Long-Term

Care: It helps family member communicate with caregivers

It's a **vehicle** for family members to communicate with resident relatives through tablets, computers, smart tv's

Trains new caregiver and clinical staff of the needs, preferences, history of the resident

For **family members who are disconnected** from their resident loved ones



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Protecting Our Home Fires

COVID-19 RESOURCES FOR INDIGENOUS COMMUNITIES

- Protecting individuals and the community when social distancing is challenging, internet access is inconsistent and vaccine hesitancy is prevalent
- Fact sheets and videos about hand washing, social distancing, exercise and home school schedules have been developed in Cree, Michif, Danang and Nakota
- Resources shared globally: Guatemala, Iran, Mozambique, New Zealand to date
- <http://www.indigenoushealthlab.com/protecting-our-home-fires>

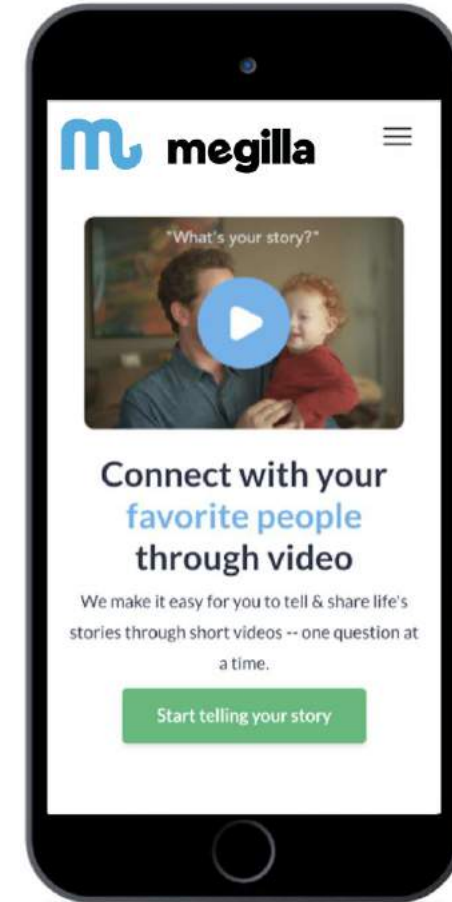


Photo courtesy Morning Star Lodge.

Megilla

Online video-storytelling tool

- Built for older adults to easily connect with their families and record short videos about their lives
- Curated questions guiding families through interactive discussions
- Users can video themselves telling a story with a webcam and email a short video-story directly to their families



METRO TORONTO CONVENTION CENTRE • MARCH 11, 2020

WHAT'S NEXT CANADA?

Join the nation's leading innovators, entrepreneurs, and global companies in the longevity sector at Canada's premier aging + brain health conference.

Learn more + register
at [**cabhi.com/WNC**](https://cabhi.com/WNC)



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What's Next Canada: Pivot to Virtual

- 43 speakers from around the world
- 9+ hours of programming
>90% of participation sustained throughout the event
- Pitch competition
¥500,000 in prize money from SOMPO Digital Lab
- Winners: Audio Cardio & Rendrever



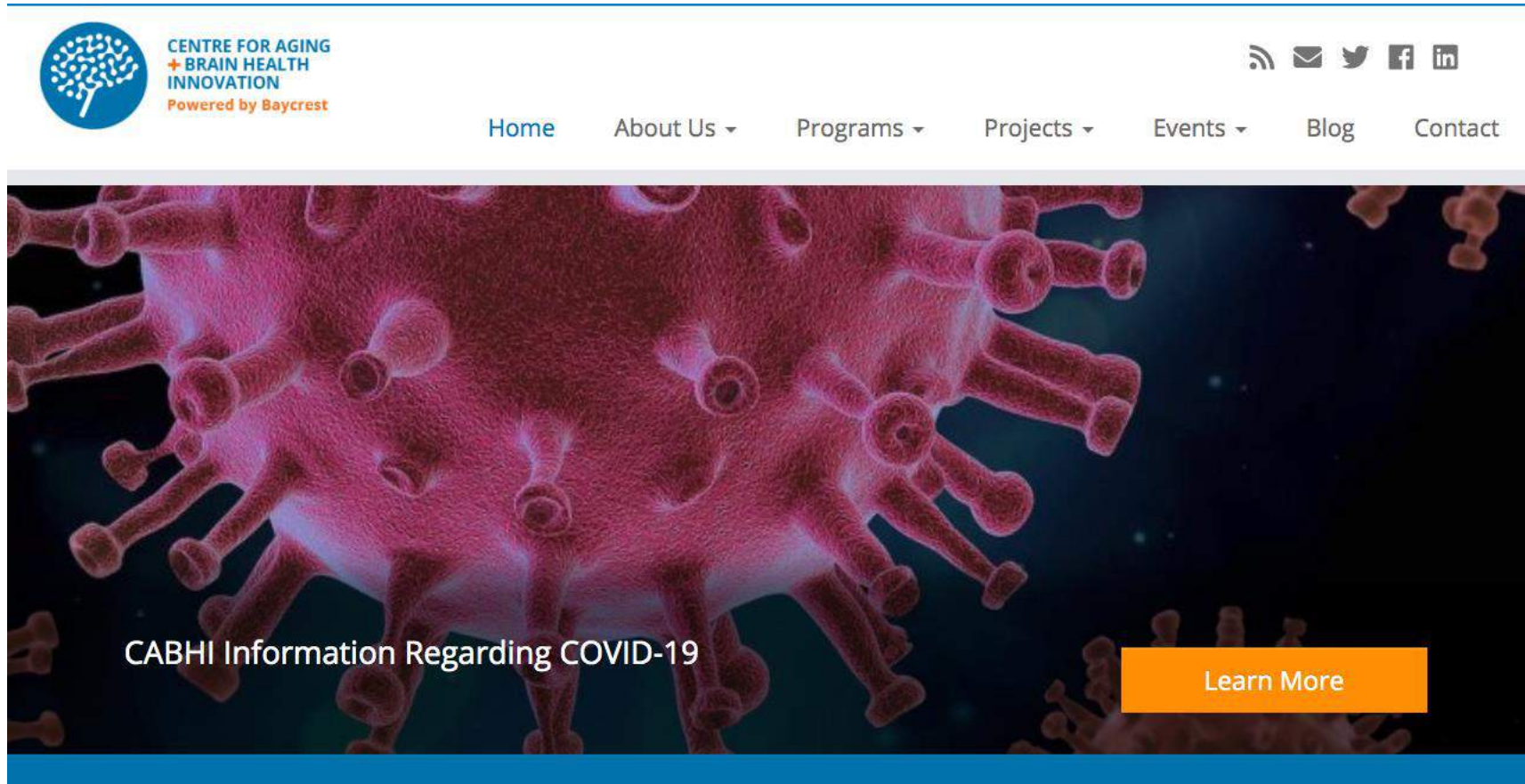
2020 Speakers



"Great respect for the risk you took and innovative delivery of a flawless program!"

"It was great how CABHI was able to visualize as much of the content as possible in such a short period of time, and make sure few technical issues happened during the entire virtual day. Great work!"

Resources on CABHI.com



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mbarsky@cabhi.com

Longevity and Aging: Fostering Innovation During COVID- 19 & Beyond

Jean Accius
SVP, Global Thought Leadership

April 28th, 2020

Who Are We?

Born in a coop.
Hatched by a leader.
An idea that would change
the lives of millions.



*Ethel Percy Andrus,
AARP Founder*

AARP is a **social mission organization** with a membership of 38 million people.

We empower people to choose how they live as they age.



Aging Trends: 2020 and beyond

We are all aging.

Our ability to live longer, healthier, and productive lives is one of humankind's greatest accomplishments.

In countries aging
the best, half of
10-year-olds today
may live to be

104.



Source: Human Mortality Database.

Life needs are numerous, complex and evolving.

There are several challenges that must be addressed so that we can all truly embrace the gift of these extra years of life.

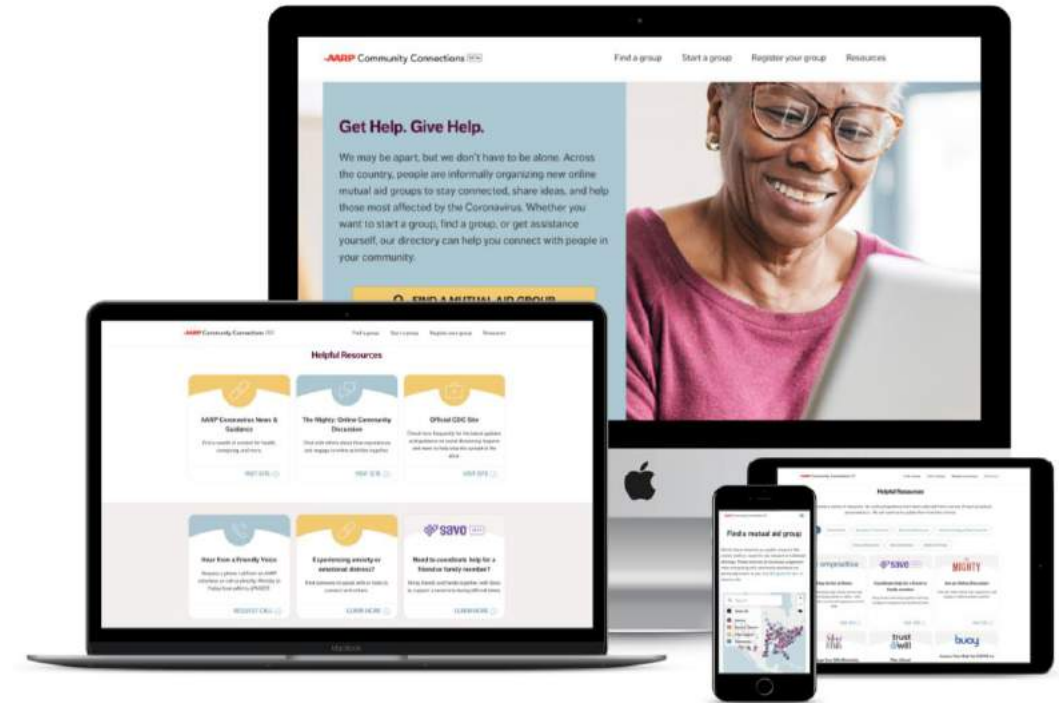
AARP Response to COVID-19

- AARP is providing information, advocacy and resources to help older people and those caring for them protect themselves from the virus, prevent it from spreading to others, and cope with related health problems and financial disruptions.
- We are publishing information and tips daily – in both [English](#) and [Spanish](#) – on our website at aarp.org/coronavirus.
- We host weekly [Tele-Town Halls](#) with the nation's top coronavirus experts so that you can ask questions and hear the latest on the health and lifestyle recommendations that are continually being released.



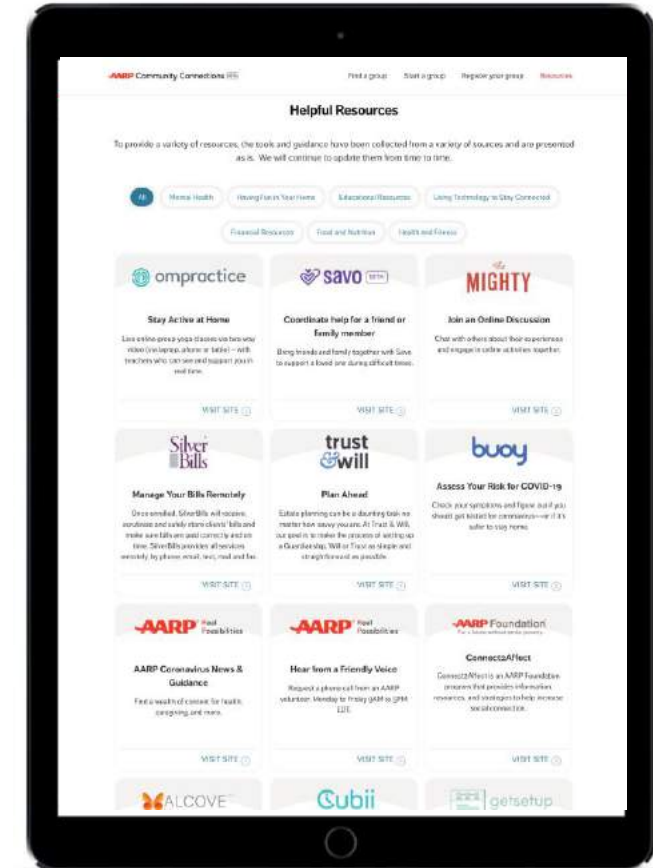
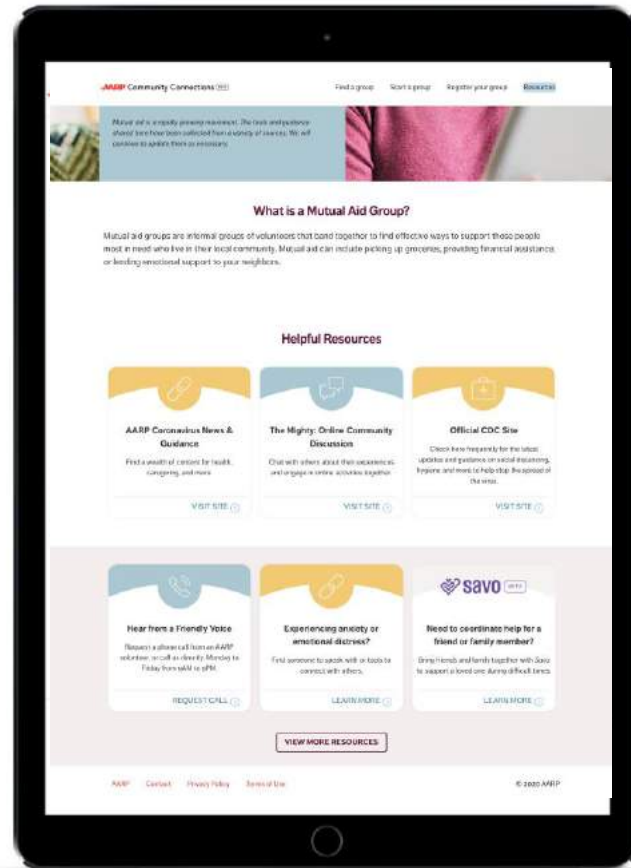
AARP® Community Connections

- We may be isolated, but we don't have to be alone.
- At a time when people are self-isolating, this new website offers steps to find help – or give it – during the coronavirus pandemic.
- It also enables you to join or organize your own online mutual aid group to stay connected, share ideas and help your family, neighbors and those most affected by COVID-19.



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Helpful Resources



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Combating Social Isolation

- Social isolation has reached epidemic proportions and has a negative impact on our emotional and physical health.
- Social isolation has a negative impact on one's health and cost the Medicare program \$6.7 billion per year.
- AARP's Foundation Connect2Affect (<http://connect2affect.org/>)
 - When people connect, they affect each other's lives.
 - Learn about isolation and how you can make a difference.
 - Social isolation has reached epidemic proportions and has a negative impact on our emotional and physical health.



AARP Global Resource Hub

- The reach of the coronavirus (COVID-19) stretches around the world and has spared no country. During the crisis, the team at AARP International has seen many countries and communities respond with creative or noteworthy approaches to improve the health and economic wellbeing of their people.
- We believe there is value to sharing creative ideas and practices in one place so our global community can consider, learn and potentially implement some of them.



<https://www.aarpinternational.org/resources/covid19>

Opportunities to stimulate aging market

Longer life requires that we shift the way we live today.

The overall contribution of the 50-plus population's economic and unpaid activities was worth more than \$9 trillion in 2018



People 50-plus contributed **\$8.3 trillion** to the economy through its market activities in 2018.



The societal benefits of the 50-plus populations' unpaid activities were worth **\$745 billion** in 2018.



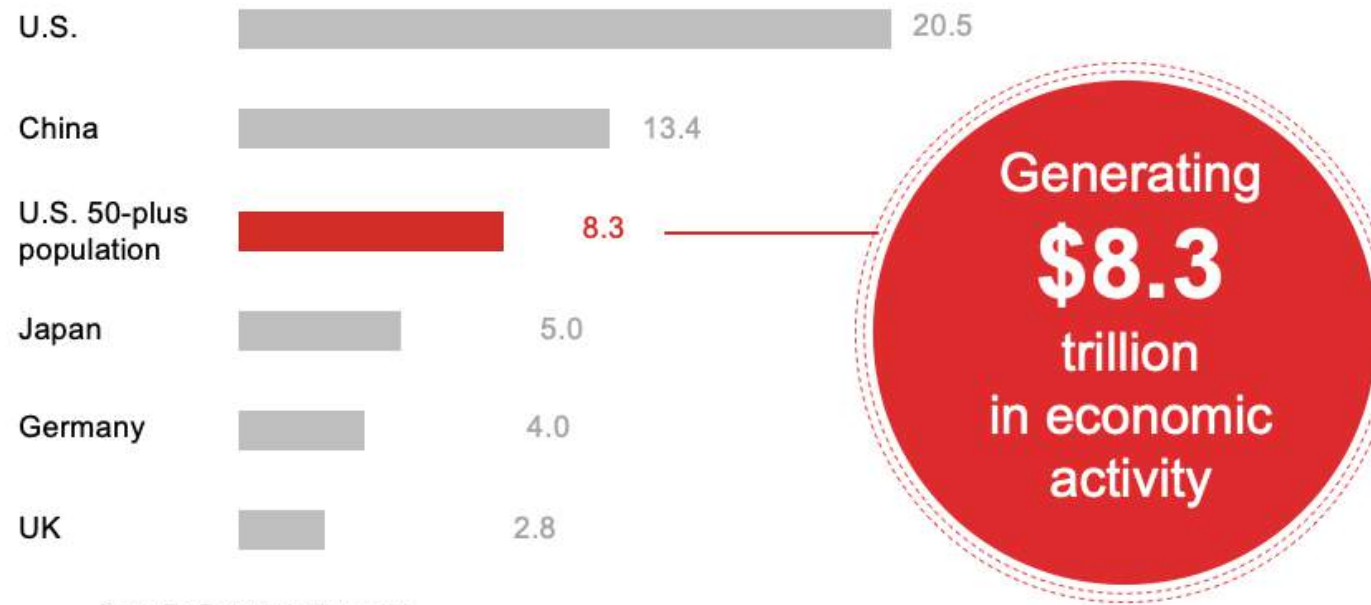
People 50-plus supported **88.6 million jobs** for the US economy, netting **\$5.7 trillion** in **wages and salaries** in 2018.



People 50-plus contributed **\$2.1 trillion** in federal, state, and local taxes in 2018.

The impact of people 50-plus on GDP is equivalent to the third largest economy in the world

*Contribution of people 50-plus to U.S. GDP, 2018
(GDP at current market prices; \$ trillion)*



Source: The Economist Intelligence Unit,
Bureau of Economic Analysis, REMI.

The Cost of Age Discrimination

- As unemployment numbers soar, workers age 50-plus are concerned about age discrimination.
- We examine **the foregone economic growth** that could be generated if employers address age discrimination through better hiring practices and workplace retention initiatives.
- The economy missed out on an additional **\$850 billion** to the U.S. GDP in 2018. This will rise to **\$3.9 trillion** in 2050.
- Failure to address age discrimination is a missed opportunity **across industries**. In 2018, all industries forfeited an average boost of **4.2%** to GDP because of age discrimination.

The Benefits of an Age-Inclusive Workforce, Especially in a Time of Uncertainty

- The future of work is changing before our very eyes.
- To remain competitive, companies must think creatively about how we find and unleash talent and that means investing in our number one resource – our employees
- Today in the workplace, people from four to five generations work alongside each other.
- IF this coronavirus is teaching us anything about our workforce policies, it is that providing employees the flexibility to continue to contribute is essential no matter the circumstances.
- Adapting to a new world of work (now accelerated by the COVID-19 pandemic) requires us to re-evaluate corporate policies and practices with an eye toward an age-inclusive workforce.
- Periods of profound disruption can uncover new sources of strength and resilience. New ideas and solutions can emerge. The pandemic has sped up the adoption of emerging trends in working remotely and distance learning.



Living, Learning & Earning Longer



Create | Invest | Prosper

The World Economic Forum, in collaboration with AARP and the OECD (2019-2021)

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Living, Learning, and Earning Longer

AARP, OECD, the World Economic Forum, and partner organizations agree to share existing resources and, where knowledge gaps exist, collaborate on new research to help employers build, support, and sustain multigenerational workforces.

This initiative seeks to engage at least 50 global employers in a learning collaborative to identify and share multigenerational, inclusive workforce practices.



The World Economic Forum, in collaboration with AARP and the OECD (2019-2021)

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Virtual Touchpoints



Monthly Newsletter



Bi-Monthly Peer Learning Calls



Bi-Monthly Webinars

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Collaborative Members



7+
industries



27
global employers



1.4 million
employees impacted



\$836 billion
in revenue



The World Economic Forum, in collaboration with AARP and the OECD (2019-2021)

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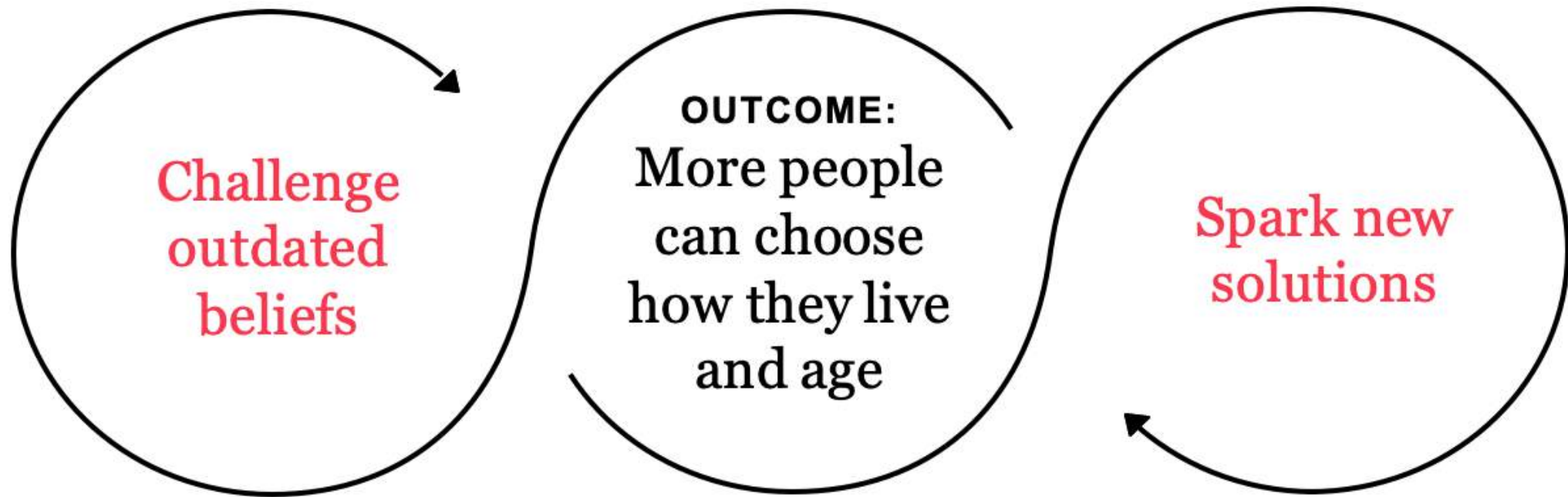
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Real Possibilities



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Join Us



#LongevityEconomy #disruptaging #AARPIInnovation



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@AARPIntl



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Questions for Discussion

What should innovators be working on today?

Where can you access resources for innovators during COVID-19?

What does the economic impact of COVID-19 mean for seniors?

What international resources / partnerships can be of assistance to innovators / to seniors?

How do we find sources of funding for innovation?

What is the new normal going to look like with the abnormal is over?

When will we be able to hug each other again???

JOIN US NEXT WEEK

Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage



MODERATOR

Mary Furlong

*CEO, Mary Furlong &
Associates*

*Executive Producer, What's
Next Longevity Academy*



PANELIST

Sherri Snelling

*CEO and Founder,
Caregiving Club*



PANELIST

Mary Alexander

*Vice-President of Strategic
Partnerships,
Home Instead Senior Care*



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**TUESDAY, MAY 5, 2020
1:00PM EST**



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QUESTIONS?

If you have questions you'd like addressed in next week's session, "Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage", please send them to:

maryfurlongprograms@gmail.com



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WHAT'S NEXT LONGEVITY ACADEMY

- March 31, 2020: **“Why Technology for Older Adults Matters in 2020 and Beyond”** now available on the [What's Next Longevity Academy](#) webpage
 - Password: **AcademyVIP2020**
- April 28, 2020: **“Fostering Innovation During Covid-19 & Beyond”** will soon be available on the [What's Next Longevity Academy](#) webpage
 - Password: **AcademyVIP2020**
- May 5, 2020 at 1:00pm est: **“Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage”**
 - [Register Here](#)
- Additional Academy sessions for May and June will be announced soon!

WHAT'S NEXT LONGEVITY BUSINESS AND VENTURE SUMMIT

WE'VE GONE VIRTUAL!

Join us June 24-25, 2020 for the [What's Next Longevity Business and Venture Summit!](#)

You will receive COMPLIMENTARY access to exclusive content from leaders and innovators in the longevity marketplace.

Keynote speakers include:



Dr. Jean C. Accius, *SVP of Thought Leadership & International Affairs, AARP*



Dr. Ken Dychtwald, *Founder and CEO, Age Wave*



Nancy LeaMond, *EVP and Chief Advocacy & Engagement Officer, AARP*



Dr. David Rhew, *Global Chief Medical Officer & VP of Healthcare, Microsoft*



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