



WHAT'S NEXT
LONGEVITY
ACADEMY

WELCOME!

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Intelligence • Insight • Impact



Real Possibilities

Join us and stay connected at aarp.org/coronavirus

THANK YOU TO OUR PLATINUM AND GOLD SPONSORS:

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WHAT'S NEXT
LONGEVITY
ACADEMY



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Power of Partnerships: From Flattening Curves to Fueling Business



MODERATOR

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



PANELIST

John Polatz
CEO,
PS Lifestyle



PANELIST

Josh Studzinski
VP Marketing,
Caremerge



PANELIST

Liron Torres
General Manager
for Smart
Properties, Amazon

PS

SALON & SPA

transforming
senior community
“beauty shops”
into professional
and experiential
salons and spas.

Local leadership

National resources

Trusted Partner in
service and culture



Our Purpose and Values

PS
SALON & SPA

To enhance
individual
experiences.

PEOPLE • EMPATHY • RESPECT



We transform the physical and operational shortcomings of this...

PS
SALON & SPA



...and this...

PS
SALON & SPA



...into this.

PS
SALON & SPA



We set the highest standards with investment in our...

PEOPLE

Our talented “PS Pros” are caregivers by nature and supported by more than **100 field leaders** and administrative support team members

- 100% Licensed, background-checked and W-2 employees
- Continuing professional education with Paul Mitchell
- Dementia training and certification with the Alzheimer’s Association



PRODUCTS

Only the best products—in the hands of the best people—will deliver the **best results**.

- Partnership with **Paul Mitchell** ensures our PS Professionals are equipped with industry-best products and technique
- **Take Home** product selection for convenient online and in-salon access for residents, families and staff



6 Million+
Services
Performed



It was clear from our first conversation that our organizations are **CULTURALLY AND PHILOSOPHICALLY ALIGNED** in bringing beauty and dignity to every person.

- John Paul DeJoria

We set the highest standards with investment in our...



PROCESS

Professional resources and investment in technology support all aspects of our operations

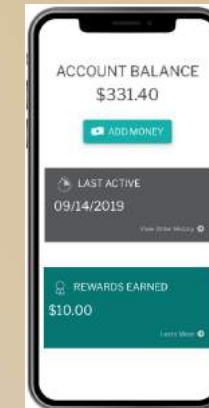
- Comprehensive state, local and professional business and retail licensing compliance
- Industry best-practice, insurance, and risk management partner

PS CELEBRATION ACCOUNTS
SALON & SPA **GIFTING & REWARDS**

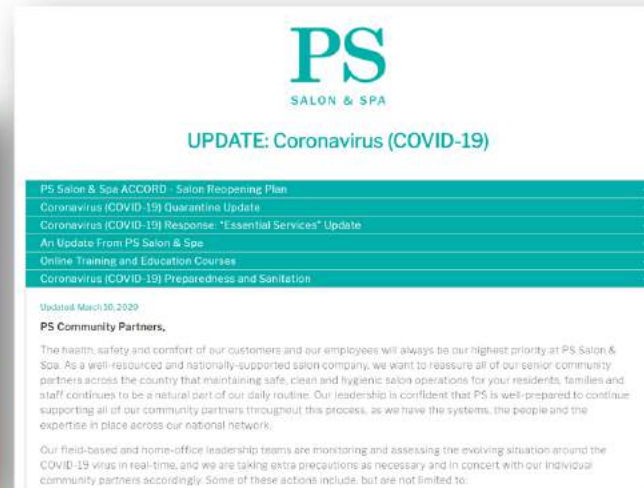

FILL-UP
\$1 for every \$25 fill-up spent on services and products in the salon

PS ADDS	PS ADDS
\$25 → \$1	\$100 → \$4 + \$1
\$50 → \$2	\$200 → \$8 + \$2
\$75 → \$3	\$300 → \$12 + \$3

**FOR EVERY \$100 FILL-UP
PS ADDS A BONUS DOLLAR!**


CONNECT
\$5 when each Family Member or Friend accepts an invite to **Connect** and **Gift** a resident's PS Celebration Account

- Created industry's only COVID-19 Salon Reopening Plan:
Assess **C**lean **C**ommunicate **O**rganize **R**eopen **D**eliver
- Partnered with Barbicide, Paul Mitchell and infection control experts from state health and cosmetology agencies
- Every PS Professional employee is licensed and trained to ensure all infection control, sanitation and hygiene regulations are met.**

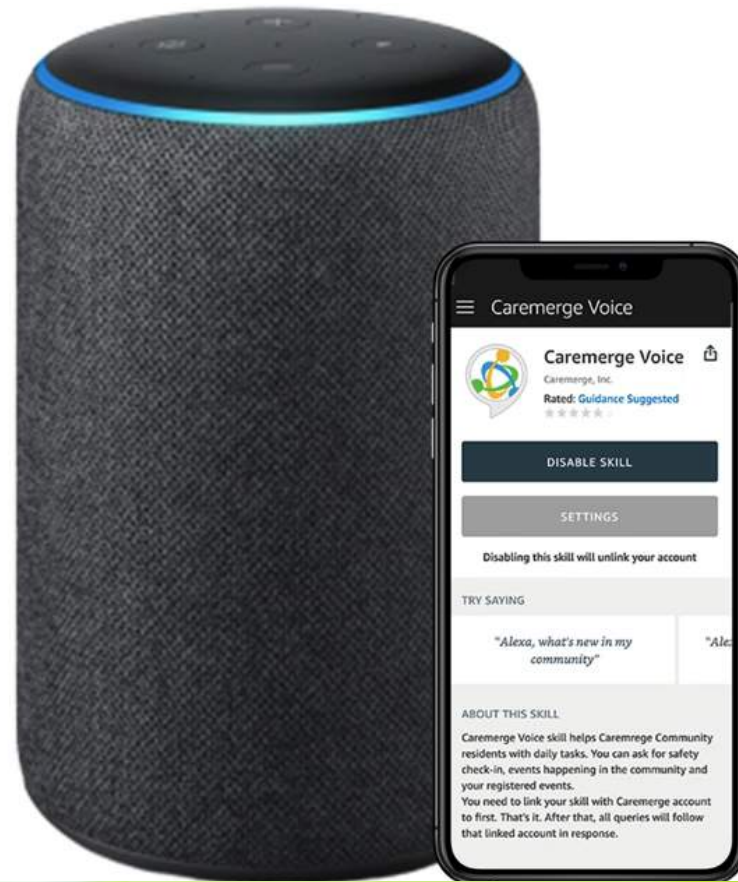


- Approx. 250 of 1,031 salons reopened by June 30
- Independent Living populations staying in-house
- Safer, cleaner salons vs. external / commercial options
- Existing salons showing 14%+ increase vs. pre-COVID
- Communities seeking professional, resourced partners to ensure infection control compliance and risk management



The Partnership Begins

- Kickoff 2018
- BYOD to Fleet
- Collaboration on Fleet Management

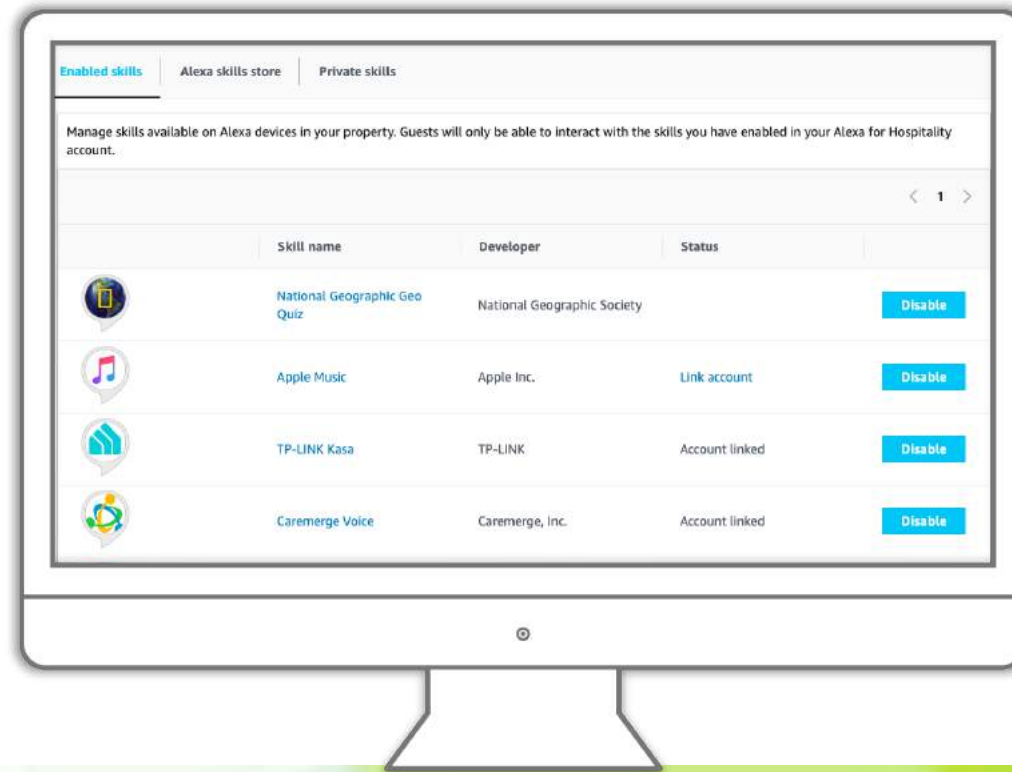


Alexa for Hospitality in Senior Living

Expedite setup & streamline management of your community's Alexa devices from one simple dashboard.

Advantages & Features Include:

- Scalable IT Support
- Push Reminders
- Device Personalization
- Community Directory
- Cost-Effective Smart Home Strategy



Caremerge Voice

Bringing Scale & Security to Voice Technology Initiatives.



ANNOUNCEMENTS

Hear about the latest announcements & news from the community.

DINING

Find out what's on the dining menu(s).

CALENDAR & EVENTS

Ask about activities & events on the community calendar.

MAIL STATUS

Check if the USPS mail has arrived.

PROACTIVE REMINDERS

Register for community programs & get reminded about upcoming events of interest.

DAILY BRIEFING

Receive a 'Daily Briefing' each morning of what's going on or coming up that day.

MEMBER DIRECTORY

Look up information from the community directory.

WORK ORDERS

Submit maintenance requests & check on their status.

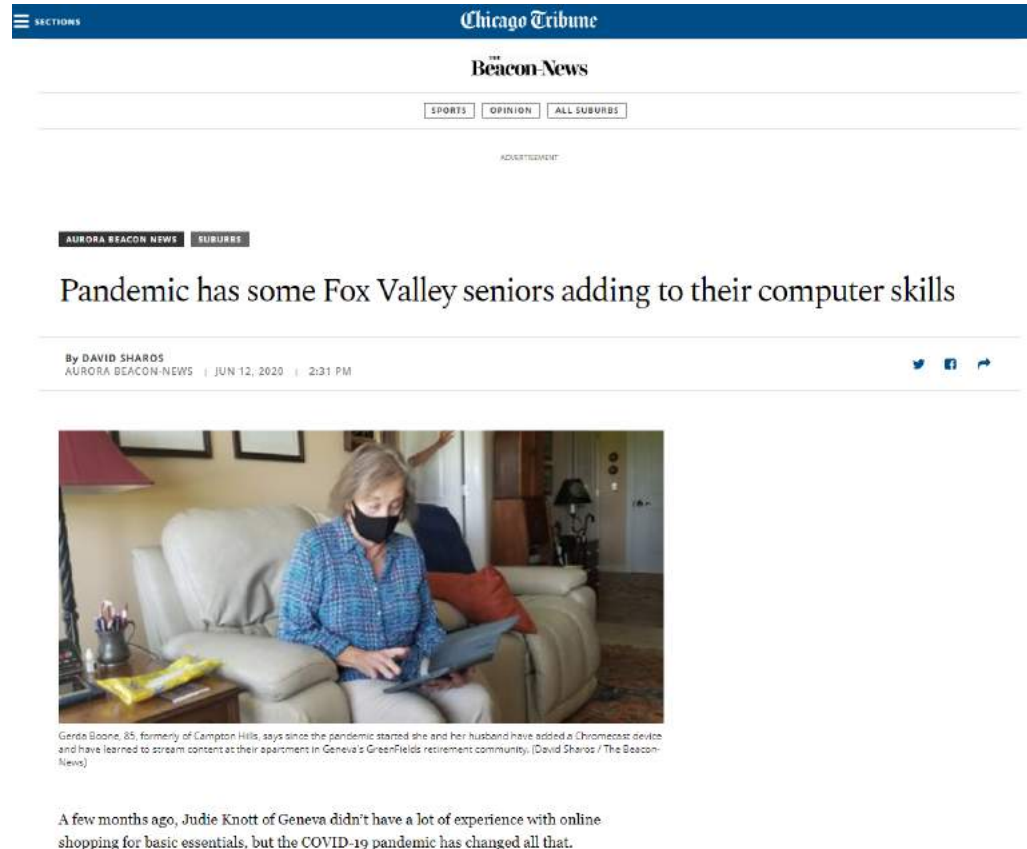
Friendship Village of Kalamazoo

- 30% increase in usage after launch of AI (NFSI)
- 6,898 dialogs in last 30 days
- COVID-19 Intent usage



Friendship Senior Options

- Fleet Management for over 500 residents
- Part of multi-channel crisis communication strategy
- Marketing Assets



Who's Next



What's Next

- Broadcast Notifications
 - Easier Set-up with AFH
 - More devices and more options
 - Personalization Experience
- 
- A silver Amazon Echo smart speaker is positioned on the right side of the slide. It has a cylindrical shape with a silver top ring and a blue light ring. The main body is silver with a black mesh grille at the bottom.



Power of Partnerships: From Flattening Curves to Fueling Business



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QUESTIONS FOR DISCUSSION?

If you have questions for the panelists, please submit via the Q&A feature on your screen.

JOIN US NEXT WEEK

Rethinking Design: How Fast Responders Act During A Crisis



MODERATOR

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



PANELIST

Dr. Emily Splichal
*CEO and Founder,
Naboso
Technology, LLC*



PANELIST

Stephan Ostrander
*Chief Operating
Officer, Embodied
Labs*



PANELIST

Brian Corey
*Co-Founder and
CEO,
Outpatient*



PANELIST

Todd Smith
*Founder and
CEO,
myFamilyChannel*



PANELIST

Sarah Miller
*Senior Innovation
Catalyst, AARP
Innovation Labs*



**WHAT'S NEXT
LONGEVITY
ACADEMY**

**TUESDAY, JUNE 23, 2020
2:00PM EST**



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

QUESTIONS?

If you have questions you'd like addressed in next week's session, "Rethinking Design: How Fast Responders Act During a Crisis", please send them to:

maryfurlongprograms@gmail.com

WHAT'S NEXT LONGEVITY ACADEMY

Visit the [What's Next Longevity Academy](#) webpage to view our complete collection of Academy sessions with password **AcademyVIP2020**:

- “Why Technology for Older Adults Matters in 2020 and Beyond”
 - “Fostering Innovation During Covid-19 & Beyond”
- “Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage”
- “The Ziegler Link·Age Fund: Priorities of the Fund and How Its Portfolio Companies Are Responding to the Covid-19 Crisis”
 - “How the Covid-19 Crisis Presents Opportunities for New Partnerships”
 - “Lessons Learned from Covid-19: Creating a Safer, Healthier Home Health Hub”
 - “A New Era for Senior Living: How Crisis Can Create Novel Best Practices”
 - Investment Priorities 2020 and Beyond in Light of Covid-19
 - Power of Partnerships: From Flattening Curves to Fueling Business

Additional Academy sessions will be announced soon!

WHAT'S NEXT LONGEVITY BUSINESS AND VENTURE SUMMIT

WE'VE GONE VIRTUAL!

Join us June 24-25, 2020 and July 21, 2020 for the
[What's Next Longevity Venture Summit!](#)

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

Featured investors include:



Mary Jo Potter,
CEO and Managing Director,
Healthcare Angels



Sonia Arrison,
Co-Founder,
100 Plus Capital



Scott Smith, *Founder and*
Managing Partner,
Viant Group



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