



WHAT'S NEXT
LONGEVITY
ACADEMY

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WHAT'S NEXT
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A New Era for Senior Living: How Crisis Can Create Novel Best Practices



MODERATOR

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



PANELIST

Laura Mitchell
CEO,
GrandCare Systems



PANELIST

Jolene Moore
AVP Resident
Experience,
Discovery Senior
Living



PANELIST

Mike Rethage
SVP, Head of Senior
Living,
Touchtown



PANELIST

James Michels
Vice President of
Development,
Army Distaff
Foundation



**WHAT'S NEXT
LONGEVITY
ACADEMY**

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



**MARY FURLONG
and ASSOCIATES**
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Post-COVID Living: A New Era Forever Changed

Laura Mitchell, CEO of GrandCare Systems



Innovating Before it was cool...

- Founded by MIT Boomer Engineer, Charlie Hillman
- Proven Technology, HIPAA Compliant, CE Mark
- Global Footprint
 - US, UK, NZ, Canada, Aruba, Bermuda
- Installations Throughout Continuum of Care
 - Private Homes (professional/family caregivers)
 - Independent Living
 - AL/MC
 - AL w/o Walls
 - Disability Providers



Pre-COVID

- Minimal Technology
 - Nice to have vs. need to have
- Hands-on Caregiving or Nothing
 - 100% attention or zero supervision
- Reactive Healthcare Approach
 - Iron lung
- In Person Clinic & ER Visits
 - Omniscient inpatient care, blind outpatient care
- Little to No Predictive Health Information
 - Meaningless, singular data points

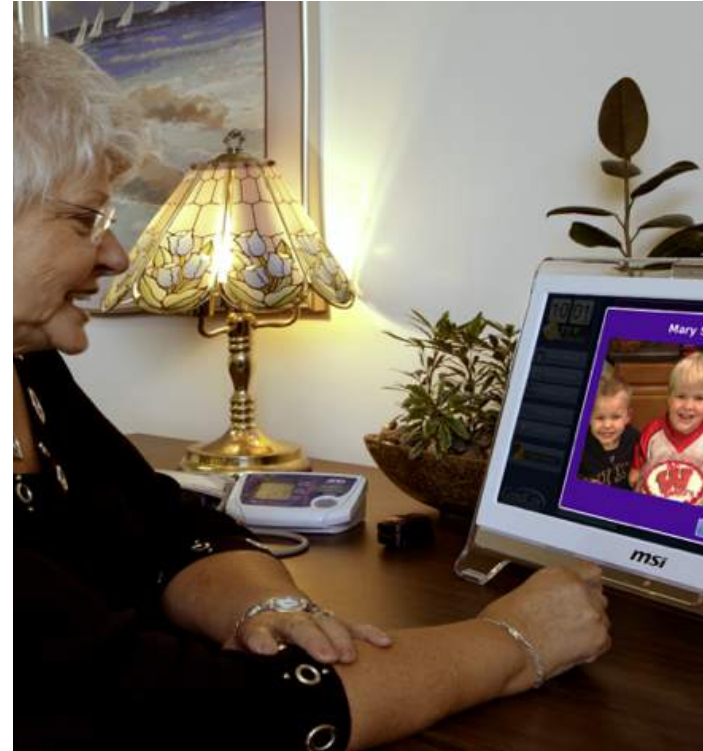


A Whole New World

“don’t you dare close your eyes”



- Incentive to Sustain Health
- Reduce In-person Medical Visits
- Mitigate Loneliness and Isolation
- CMS Reimbursements
- Provide Safer at Home Options
- “On-demand” Care Services



The New Normal: Back to the Future

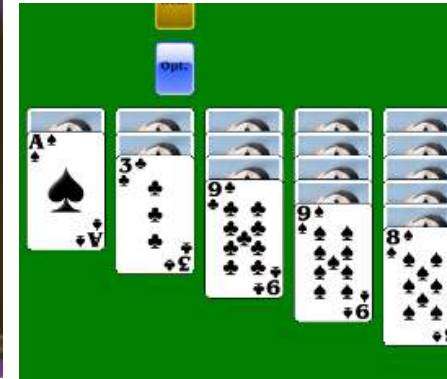
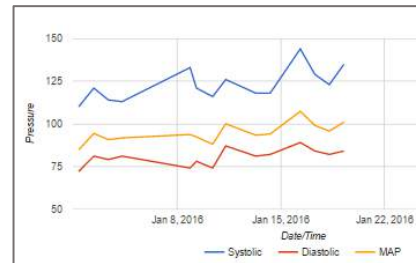
- Live the way our parents and grandparents did
- Hunker down at home
- On-going medical monitoring at home
- Technology-powered, virtual doctor visits
- Age in place
- Tech-enabled, multi-generational living





I believe the seniors are our future

- Resident-Centered
- Medication & Schedule Reminders
- Manage Chronic Conditions
- Easy Access to Health Providers
- Communicate with Family & Friends
- Improvement of Overall Lifestyle



Laura H Mitchell, CEO

GrandCare Systems

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Laura@GrandCare.com

www.grandcare.com

262-338-6147



Covid-19 in Senior Living



Optimize Innovation

Empower Residents with Technology

- In the past year, 51 percent of older Americans say they bought some tech product (smartphone -23%, computer or laptop -12%, smart television -11%, tablet -10%, smart home technology or device -12%, wearable device -7%).
- The study found that the generation gap in smartphone adoption is narrowing. In the past two years, smartphone adoption has jumped from 70 percent to 77 percent among older adults.
- Three quarters of all adults ages 50 and older use social media on a regular basis, primarily Facebook, followed by YouTube, Instagram, and LinkedIn.

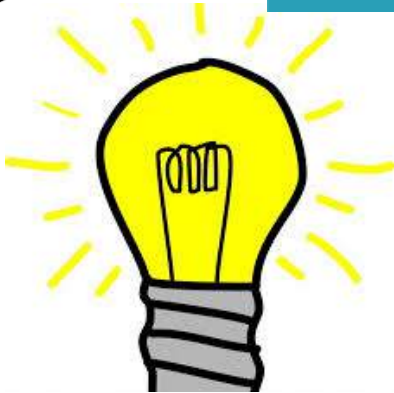
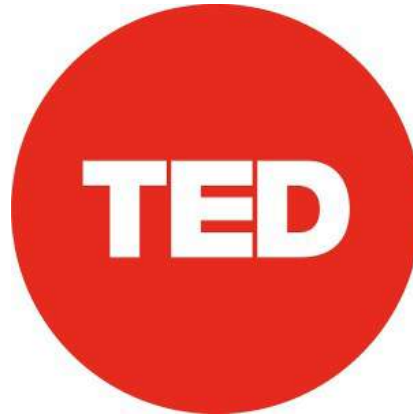
<https://www.aarp.org/research/topics/technology/info-2019/2020-technology-trends-older-americans.html>

Virtual Whole Person Wellness?



"These aren't surrogates for real social connections; these are real ways of feeling connected that are very important to people," Gabriel said. "Nothing suggested that people using non-traditional strategies were lonelier, or less happy, less socially skilled, or feeling any less fulfilled."

Intellectual Wellness

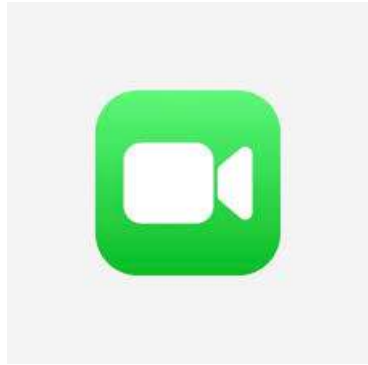


TOTAL
BRAIN
HEALTH

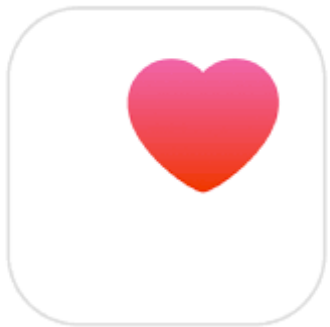


Social Wellness

“Our connection to others is what binds us to life” - Patrick Arbore



Physical Wellness



**AMERICAN COLLEGE
of SPORTS MEDICINE**
LEADING THE WAY

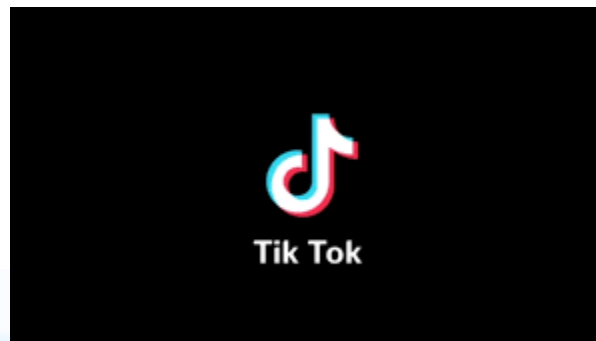
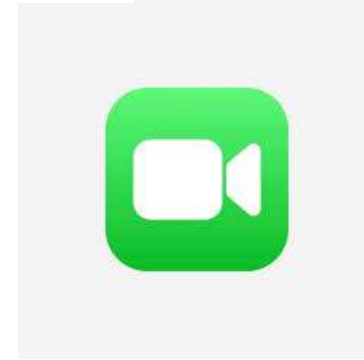


Spiritual Wellness



Emotional Wellness

MyndVR™





Dancing to TikTok Baby Come Give Me

What's Next?

- Look forward
 - Push for more bandwidth
 - Provide Wi-Fi for all
 - Engage more residents with technology
 - Offer ongoing training
 - Stay energized
- 
- A decorative footer consisting of a series of overlapping triangles in various shades of blue, green, and yellow, creating a modern, abstract geometric pattern.

Background



Mike Rethage

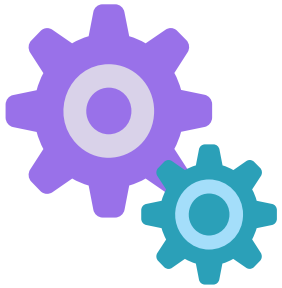
SVP, Head of Senior Living | Touchtown

- At Touchtown for 6+ years
- Special focus on operational excellence, internal systems and project management

What is Touchtown?

Low effort.

Big impact.



Touchtown is simple technology that fits seamlessly into your operations and every resident's life regardless of preference or acuity.

A platform for every preference.



APPS



DIGITAL SIGNS



TV+ IN-ROOM CHANNEL



CALENDARS



WEB EXTENSIONS



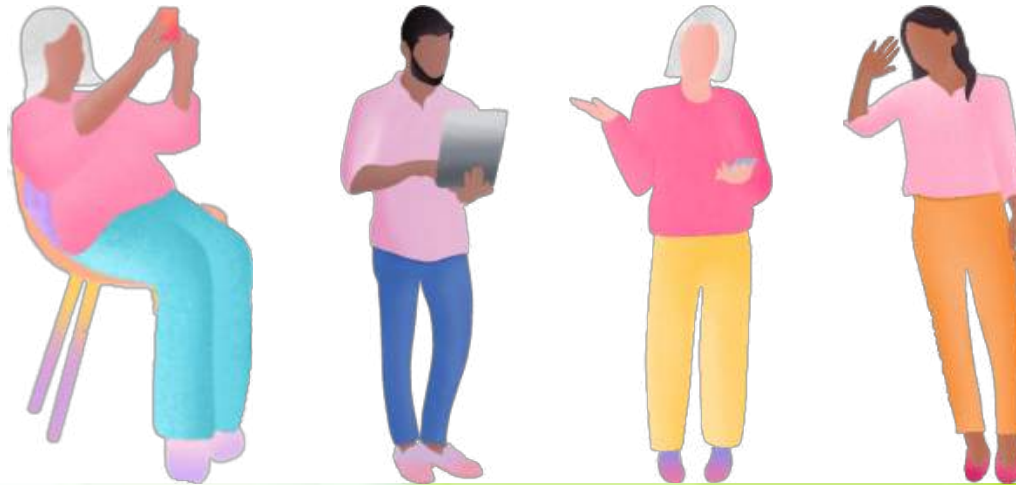
ALEXA

Continued need for on-demand content and information.

1.6 MILLION

app sessions

(March - May 2020)



Video usage skyrocketed.



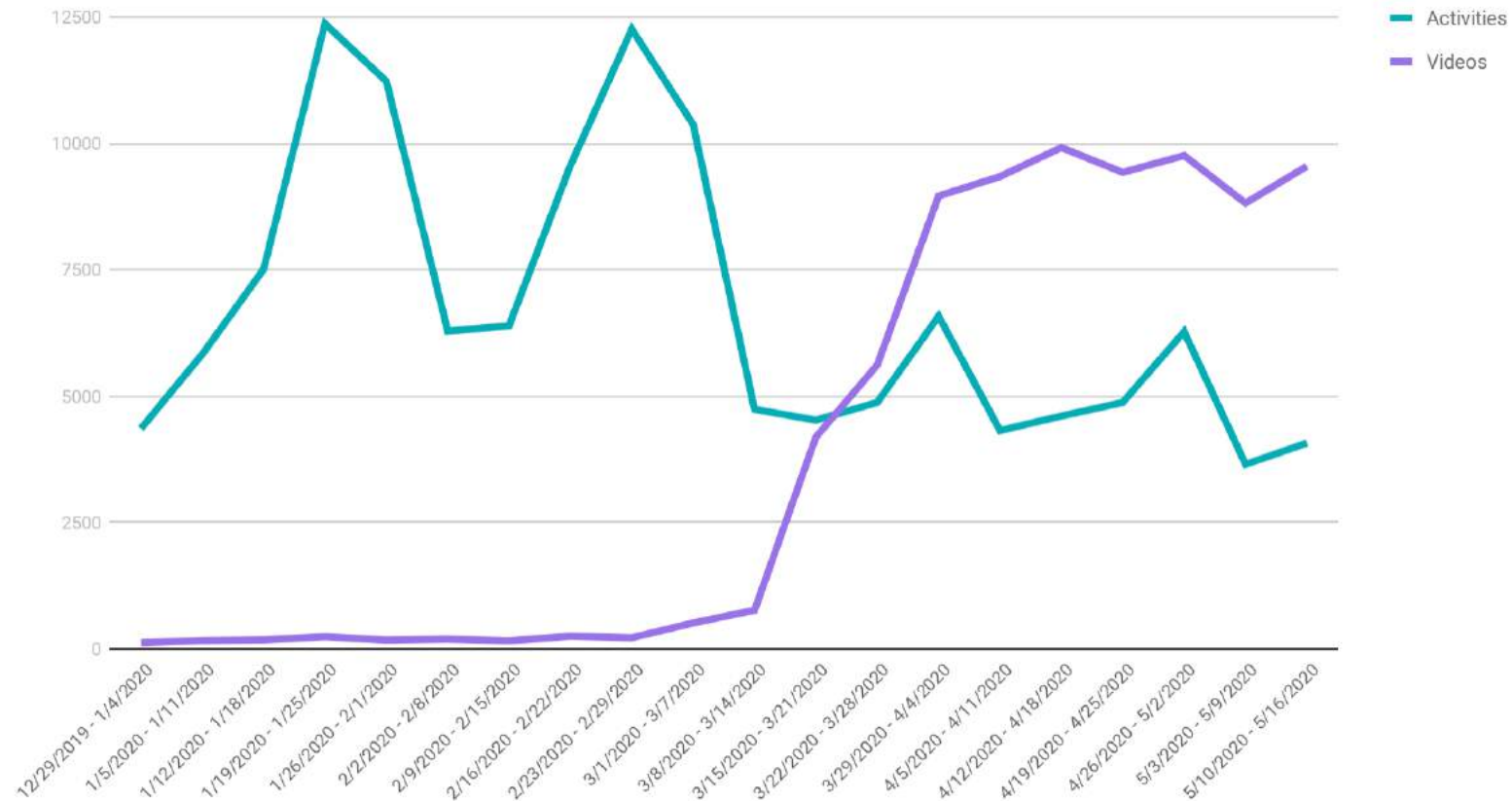
1,150% increase
in minutes of video played

(April 2020 vs. April 2019)

8,650% increase
in YouTube streaming

(April 2020 vs. April 2019)

A major shift in type of content.



Creative content is plentiful.

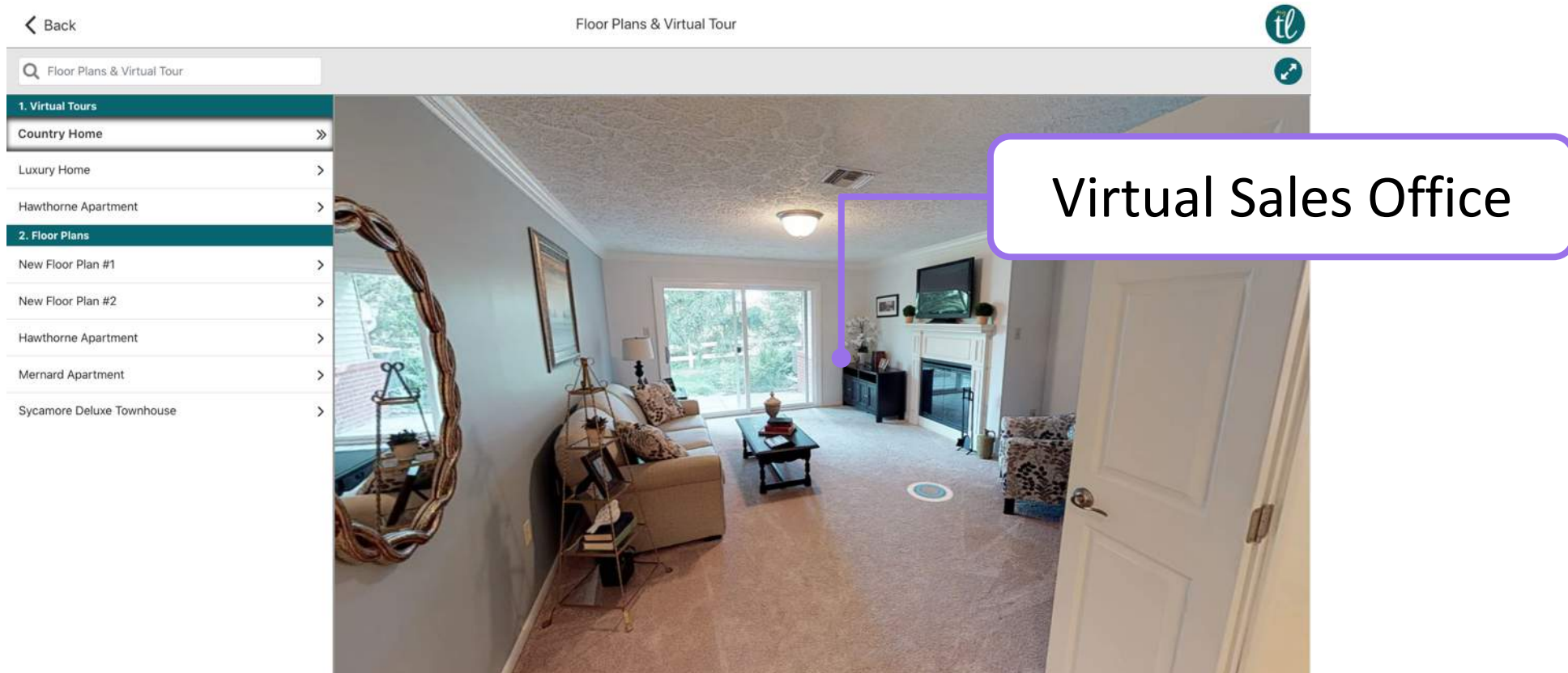
- At-home concert series
- Live streamed chair yoga, chapel services, and more
- CDC health & safety guidelines
- Interactive brain games



What does this mean for the industry in the next 12-18 months?

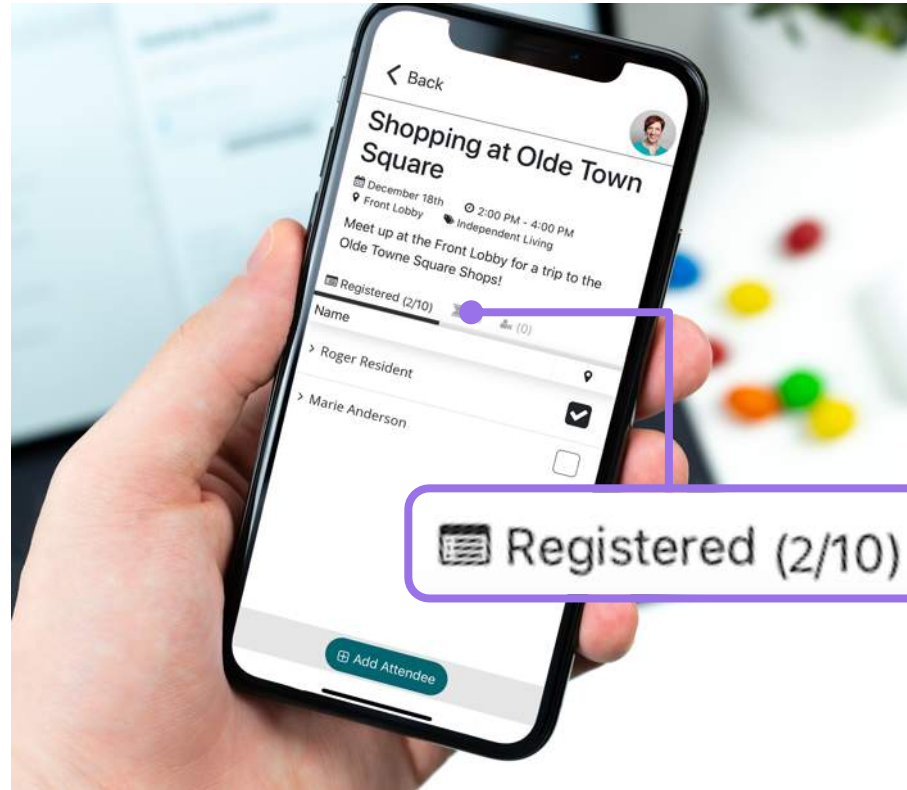
- Absolute need for technology
- Blend of in person and virtual
- Resident demand for options increase

Changing the landscape.



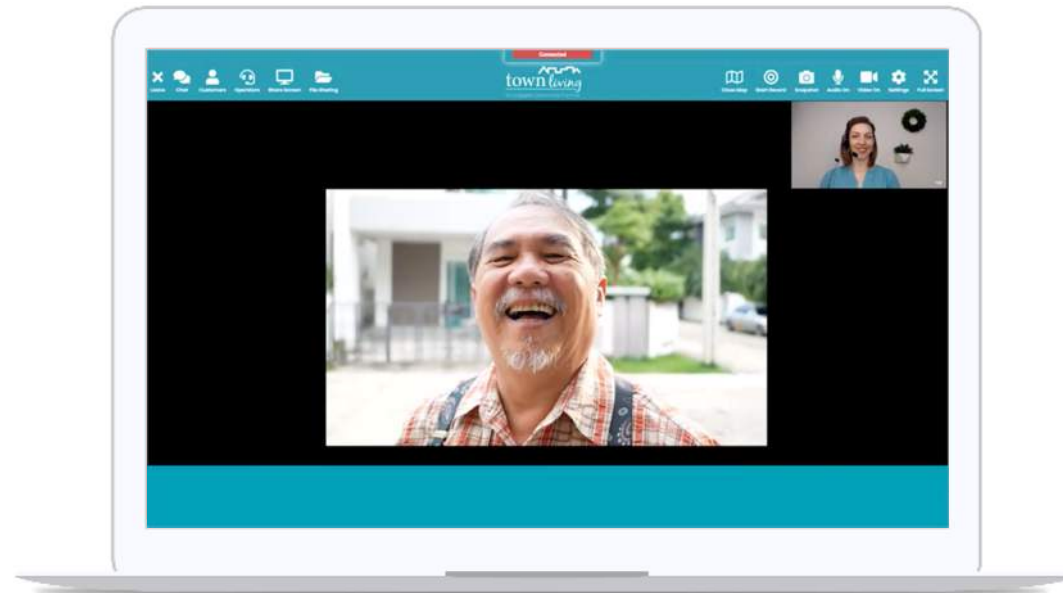
Changing the landscape.

- Event occupancy limits & accurate reporting even more important
- Providing choice between virtual and in-person events



Changing the landscape.

- Make resources and information accessible
- Bridge the gap between aging-in-place and community living



Implement tech successfully.

- Technology needs to have a clear purpose
- Ease of implementation and hands-on support
- Find experienced and trusted partners

“

We are not a solution looking for a problem.

We are here to make resident lives **easier**, more **fulfilling**, and **engaging**.

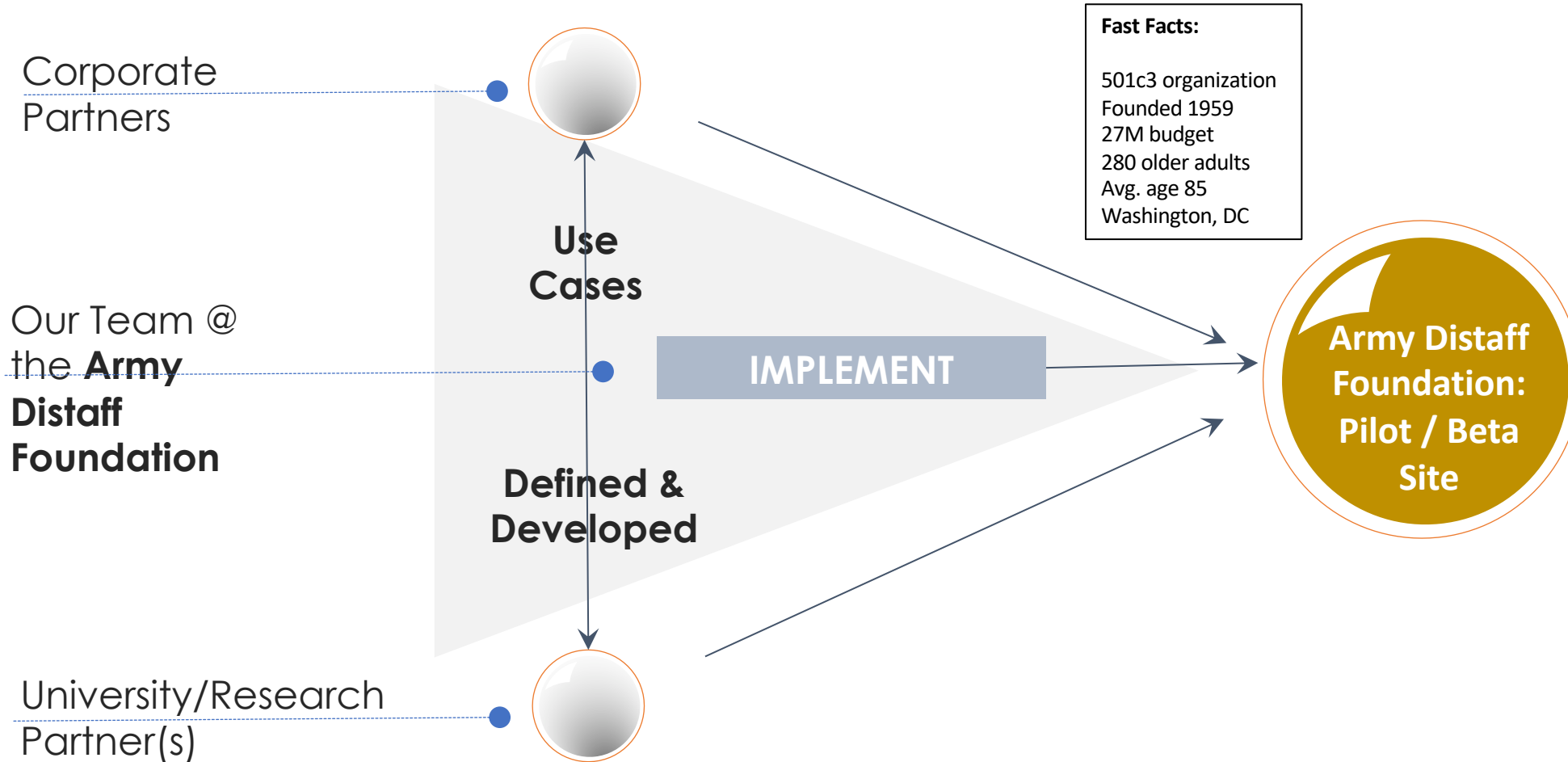
- Davis Park

The Army Distaff Foundation (ADF)

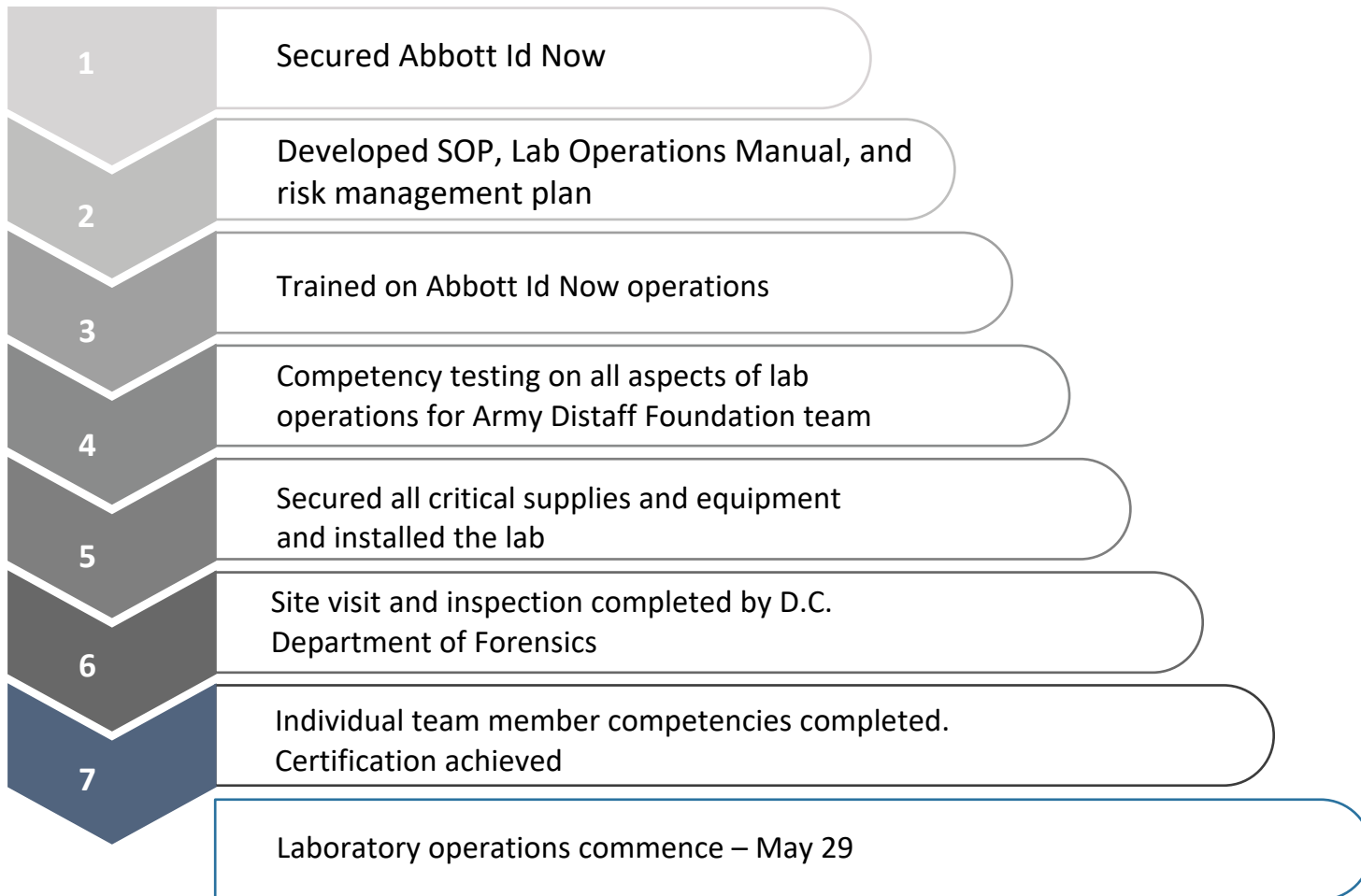
James R. Michels
Vice President of Development
www.armydistaff.org



Aging Veterans ▶ Testing and Applying Innovation & Technology ▶ So ALL Older Adults Benefit



A 1st: COVID TESTING & LABORATORY CAPACITY

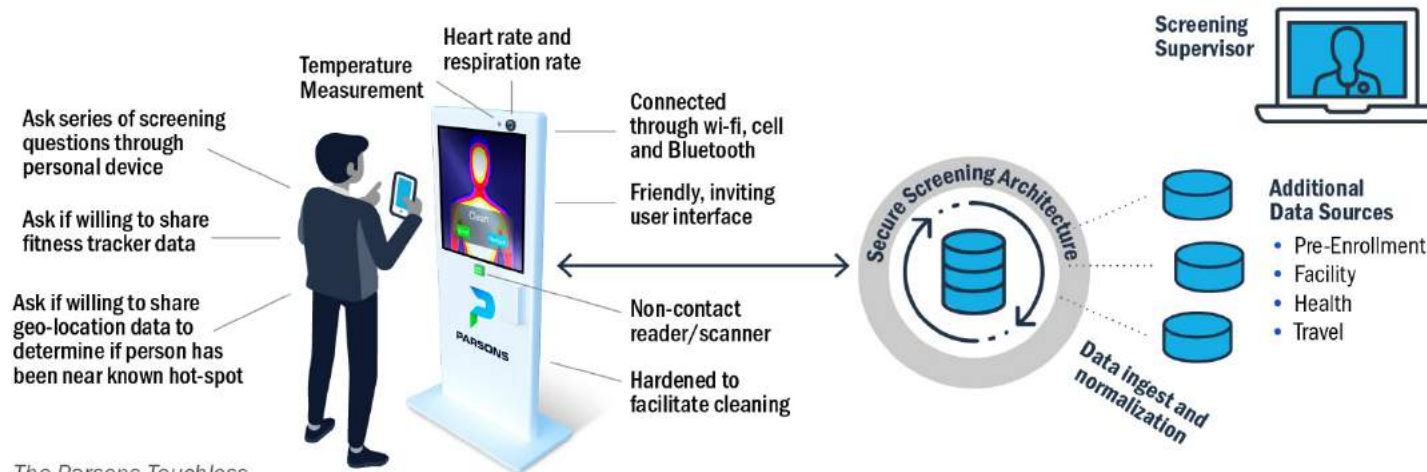


30 days



Health and Wellness Entry Screening: A Pilot Project

- Data share tracker
- Geo-location
- Heart rate monitor
- Respiration rate
- Temperature measurement
- Data integration to other systems



The Parsons Touchless Screening Kiosk in action



ROBOTICS: A PILOT IN LOBBY ASSISTANT & HEALTH SCREENING

Pilot Phase 1: Lobby Assistant

- ✓ **Directional Information** e.g., resident room numbers, nursing team location.
- ✓ **Visitor Check In/Out** e.g., visitor name time of entry, photo, resident name.
- ✓ **Health Check Monitor** e.g., visitor or staff temperature check, questions needed for compliance.
- ✓ **Security bot** e.g., augmenting security cameras, supporting the staff to keep those on premises that should remain safely within the facility.



➔ **Pilot Phase 2: In Home Assistant (2021).....**

Other COVID Response Initiatives Under Deployment @ the Army Distaff Foundation

Tembo.Health

“With Tembo, we’ve seen a reduction in hospital visits. I can’t wait until we add more specialties.”



“What if you could take a yoga class in the comfort of your home or office with a LIVE teacher? This is totally possible now with two-way live streaming yoga classes.”

A New Era for Senior Living: How Crisis Can Create Novel Best Practices



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



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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

Investment Priorities 2020 and Beyond in Light of Covid-19



MODERATOR

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



PANELIST

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



PANELIST

Jake Nice
*Principal,
Nationwide
Ventures*



PANELIST

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



**WHAT'S NEXT
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**TUESDAY, JUNE 9, 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, "Investment Priorities 2020 and Beyond in Light of Covid-19", 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”

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 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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