WHAT'S NEXT LONGEVITY ACADEMY

WELCOME!

PLATINUM SPONSOR:

AARP Innovation Labs

MARY FURLONG and ASSOCIATES
Intelligence • Insight • Impact

AARP®

Real Possibilities



THANK YOU TO OUR PLATINUM AND GOLD SPONSORS:

PLATINUM:

AARP Innovation Labs

GOLD:

VitalTech

greatcall
people you can count on™

CENTRE FOR AGING + BRAIN HEALTH INNOVATION
Powered by Baycrest

SDI
SUSAN DAVIS INTERNATIONAL

Ageless Innovation

MEDTERRA

caregiving club

CareLinx

THE BUSINESS OF AGING

Ziegler
CAPITAL :: INVESTMENTS :: ADVICE

link·age

WHAT'S NEXT LONGEVITY ACADEMY

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THANK YOU TO OUR SILVER AND BRONZE SPONSORS:

SILVER:

OUTPATIENT

Home Instead SENIOR CARE® To us, it's personal.

SilverRide™ GET THERE WITH CARE

HAMILTON CAPTEL®

Nationwide®

Thrive™

embodied labs

PORTFOLIA

NIH NIA

iN2L™ spark • engage • shine

caremerge

NABOSO®

stay SMART CARE™

mFC myFamilyChannel

BRONZE:

LifeBio

touchtown

WHAT'S NEXT LONGEVITY ACADEMY

MARY FURLONG and ASSOCIATES Intelligence • Insight • Impact

Rethinking Design: How Fast Responders Act During A Crisis



MODERATOR

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



PANELIST

Brian Corey
Co-Founder and CEO, Outpatient



PANELIST

Dr. Emily Splichal
CEO and Founder, Naboso Technology, Inc.



PANELIST

Sarah Miller
Senior Innovation Catalyst, AARP Innovation Labs



PANELIST

Stephan Ostrander
Chief Operating Officer, Embodied Labs



PANELIST

Todd Smith
Founder and CEO, myFamilyChannel

WHAT'S NEXT LONGEVITY ACADEMY

TUESDAY, JUNE 23, 2020
2:00PM EST

MARY FURLONG and ASSOCIATES
Intelligence • Insight • Impact

MY PATH



HARVARD BUSINESS SCHOOL

Brightstar

PREMISE

- Startups
  - Crowdburst
  - Structure
- Management Consulting
  - Katzenbach Partners

accenture

Entrepreneurship and product development are often not a straight line.

OUTPATIENT, INC. OVERVIEW

The award-winning Outpatient App is a simple, modern, and easy mobile app to simplify care collaboration and communication for Patients, Families, and Med Staff

- Schedule, Coordination, and Automatic Notifications
- Messaging, Task Assignments, and Updates
- Track, communicate results and contact trace at scale
- 100% Private, secure and HIPAA-compliant environment
- Works on any smartphone or tablet
  - Easy to use, no training required, little setup
  - New product releases every 2-4 weeks

PRODUCT PHILOSOPHY



HEALTH/CARE/GIVING CHANGE

50 - 0 B.C. (BEFORE COVID-19)

0 - 10 A.C. (AFTER COVID-19)

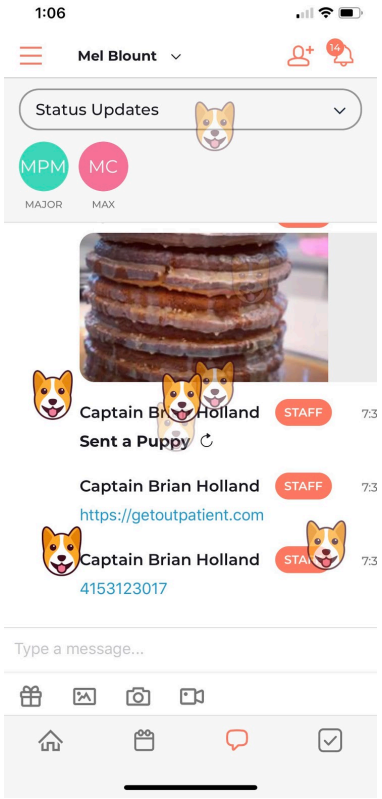


Physical
Clinical & Formal
“Rules” > Practicality
Inconvenient
Fee for Service

Physical + Virtual
Holistic & Informal
Practicality > “Rules”
Adaptive
Value-based economics

DESIGN DURING COVID

Physical + Virtual



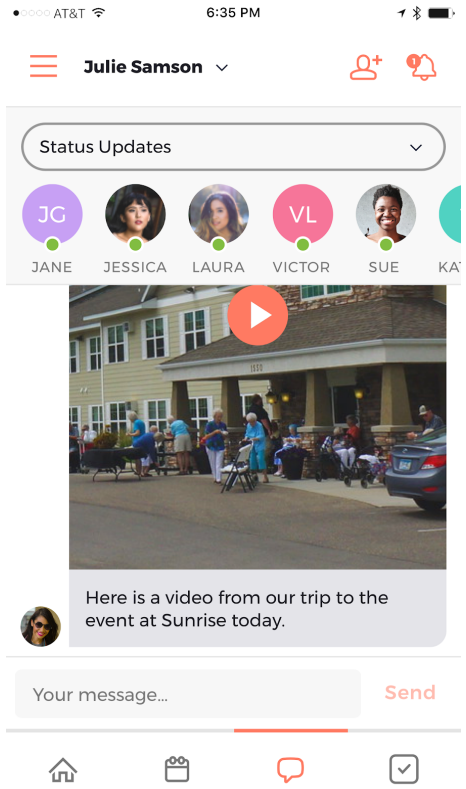
Puppy Stickers!
MoM 2x+ growth

Informal



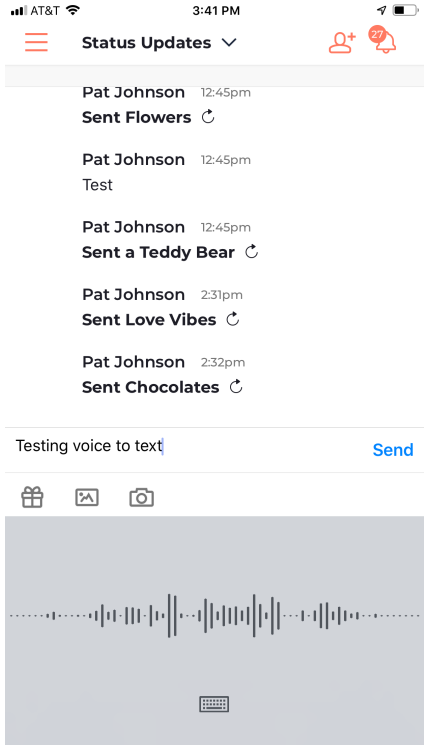
Symptom Reporting
Free to all users

Practicality > Rules



Video/Telehealth
2nd most used feature

Adaptive



Google Health Voice API Beta Program

Naboso Technology

www.nabosotechnology.com




Movement is Life
Mood, memory, movement.
NABOSO®

Pre-COVID Market Strategy

B2B2C

Insurance companies (member benefit & pending FDA approval)
Long term care centers & neuro rehab centers
Orthopedic shoe stores
Medical surgical supply stores

NABOSO®

Pre-COVID Pilot Programs











The COVID Reality

B2B shutdown

Still have patients who have chronic conditions, in pain, needing physical therapy, increased isolation, increased depression

How can we serve them at home to enhance mobility?

NABOSO®

D2C Market Strategy

Increased digital marketing

- **57% increase in revenue month over month March – June**

Online workouts for users

Increased affiliate commission to support referrals

Ran series of sales to help budget our products

NABOSO®

post-COVID Market Strategy

Supporting PTs as they resume sessions with clients

- Create at home gyms, therapy equipment

Continue to focus on D2C but resume B2B

NABOSO®

Post-COVID Pilot Programs

Tribe Wellness (**Davis Phinney Foundation**) Parkinson's Pilot

- Increase in isolation and depression rates
- Subsequent pilot to look at increased mobility on mental health status

NABOSO®

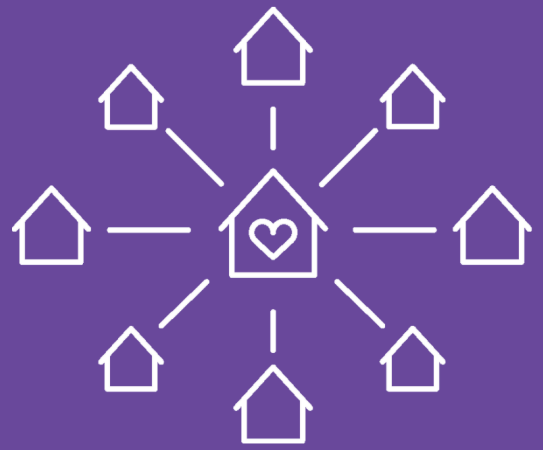
savo BETA

About FAQs Contact Login Get started

It takes a village to get through difficult times

Create a free customized task list and calendar. Invite friends and family to help. Give your loved one the support they need.

Get started

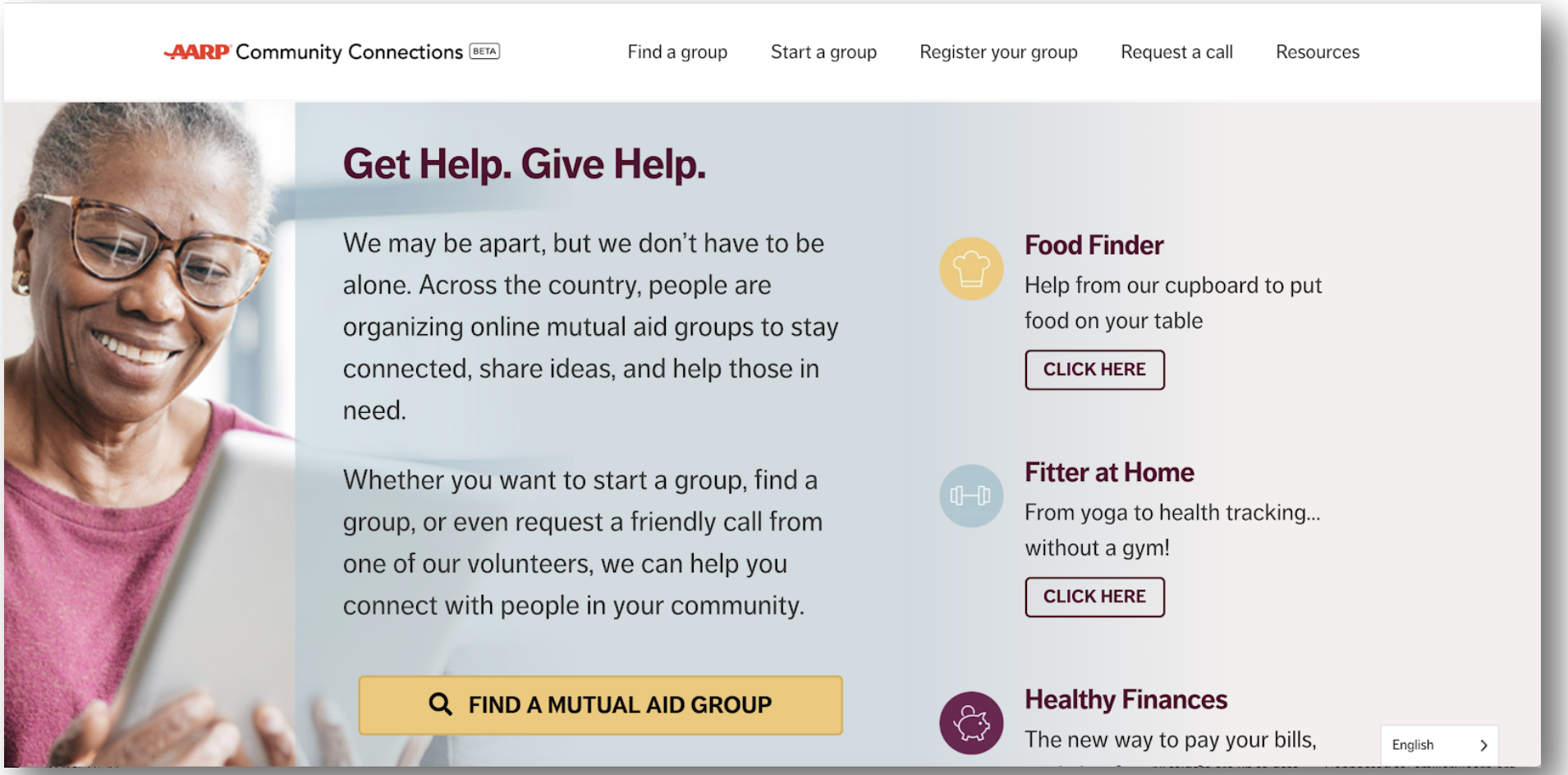


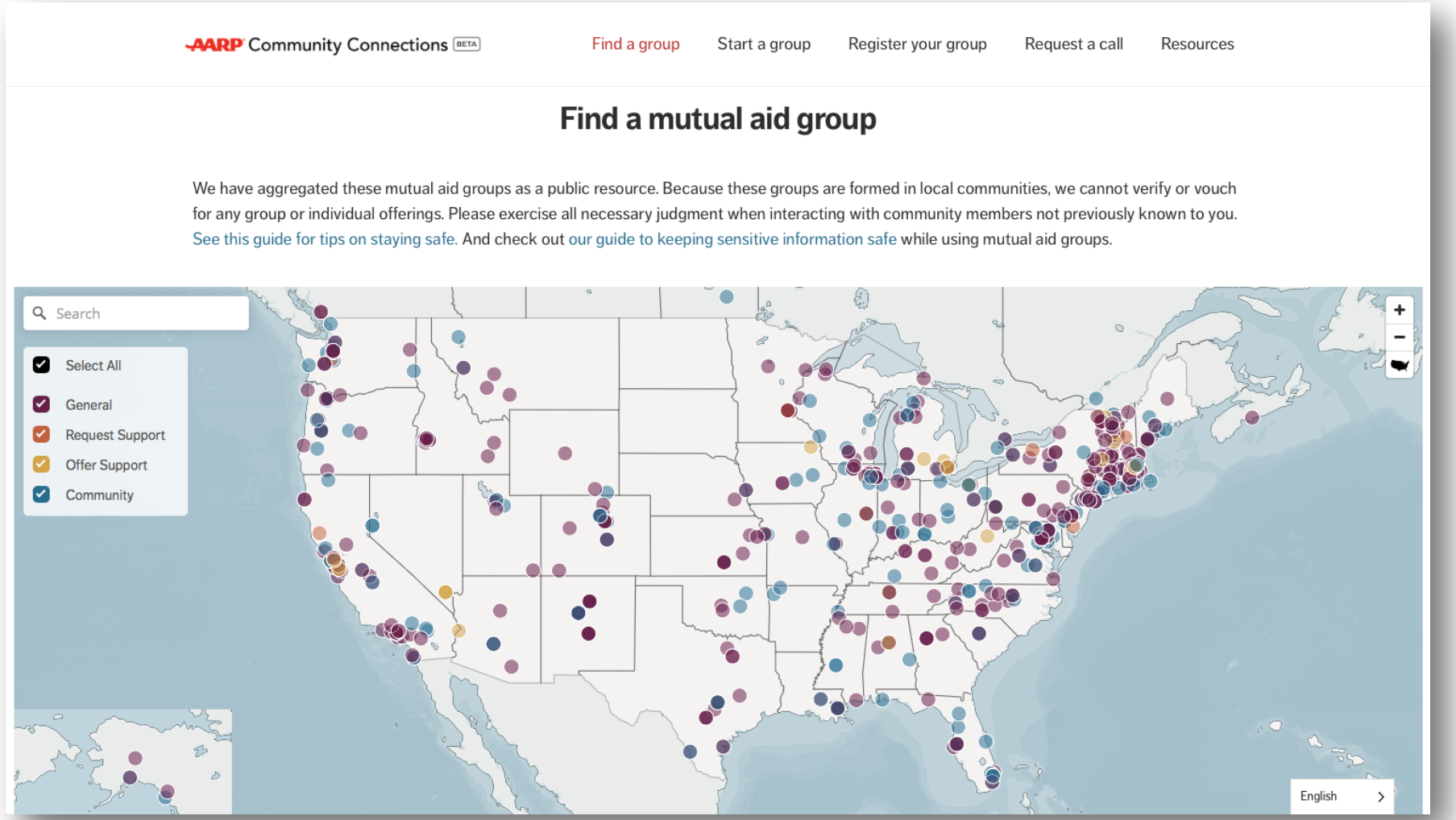


Mutual Aid

Informal groups of volunteers that band together to find effective ways to support those people most in need who live in their local community.




AARP Community Connections BETA
Find a group
Start a group
Register your group
Request a call
Resources
Get Help. Give Help.
We may be apart, but we don't have to be alone. Across the country, people are organizing online mutual aid groups to stay connected, share ideas, and help those in need.
Whether you want to start a group, find a group, or even request a friendly call from one of our volunteers, we can help you connect with people in your community.
FIND A MUTUAL AID GROUP
Food Finder
Help from our cupboard to put food on your table
CLICK HERE
Fitter at Home
From yoga to health tracking... without a gym!
CLICK HERE
Healthy Finances
The new way to pay your bills,
English


AARP Community Connections BETA
Find a group
Start a group
Register your group
Request a call
Resources
Find a mutual aid group
We have aggregated these mutual aid groups as a public resource. Because these groups are formed in local communities, we cannot verify or vouch for any group or individual offerings. Please exercise all necessary judgment when interacting with community members not previously known to you. See this guide for tips on staying safe. And check out our guide to keeping sensitive information safe while using mutual aid groups.
Search
Select All
General
Request Support
Offer Support
Community
English

AARP Community Connections BETA

Find a group | Start a group | Register your group | Request a call | Resources



AARP FRIENDLY VOICE

Connecting People to People

We may be isolated, but we don't have to be alone.

Sometimes, just hearing a friendly voice on the other end of the line can help in challenging times. Trained AARP Friendly Voice volunteers will provide a call to say hello.

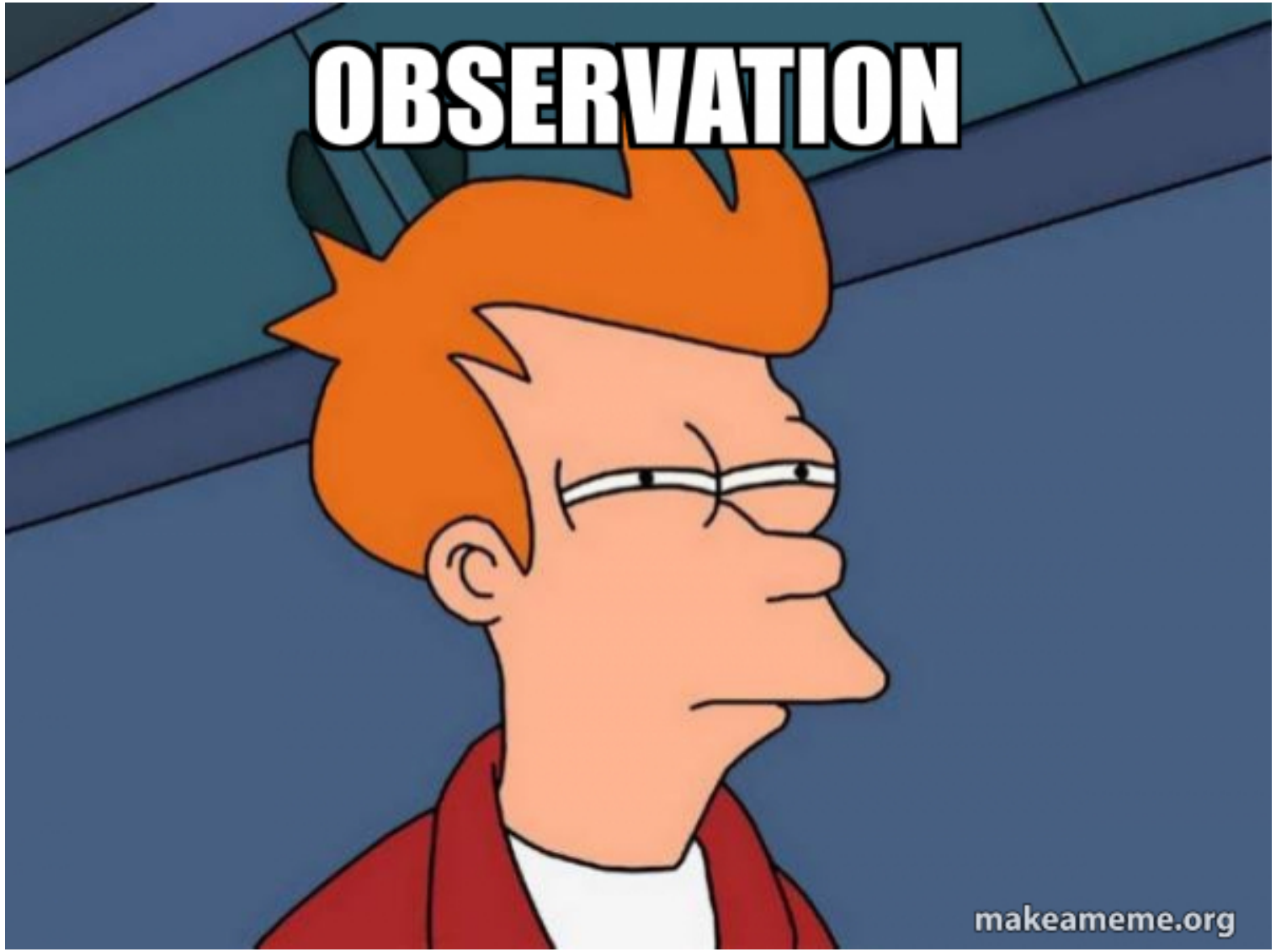
Two ways to request a call for you or a loved one:

- Use the form below; or
- Call us directly at **1-888-281-0145**

If you are in crisis, please see our **Helpline page** for resources.

English


PIVOT!

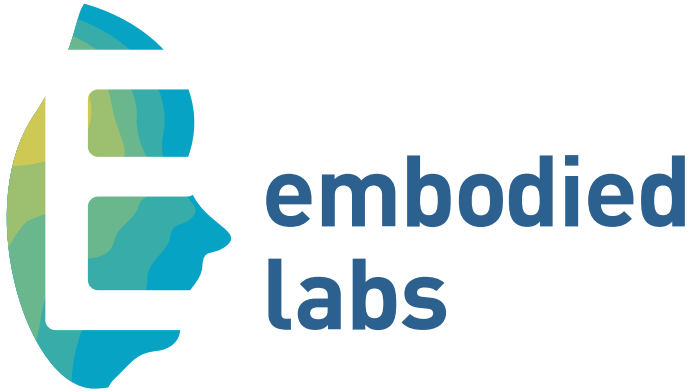

OBSERVATION
makeameme.org


Here's to all of you who rearrange the dirty dishes in the dishwasher after someone else has loaded it.
someecards
user card

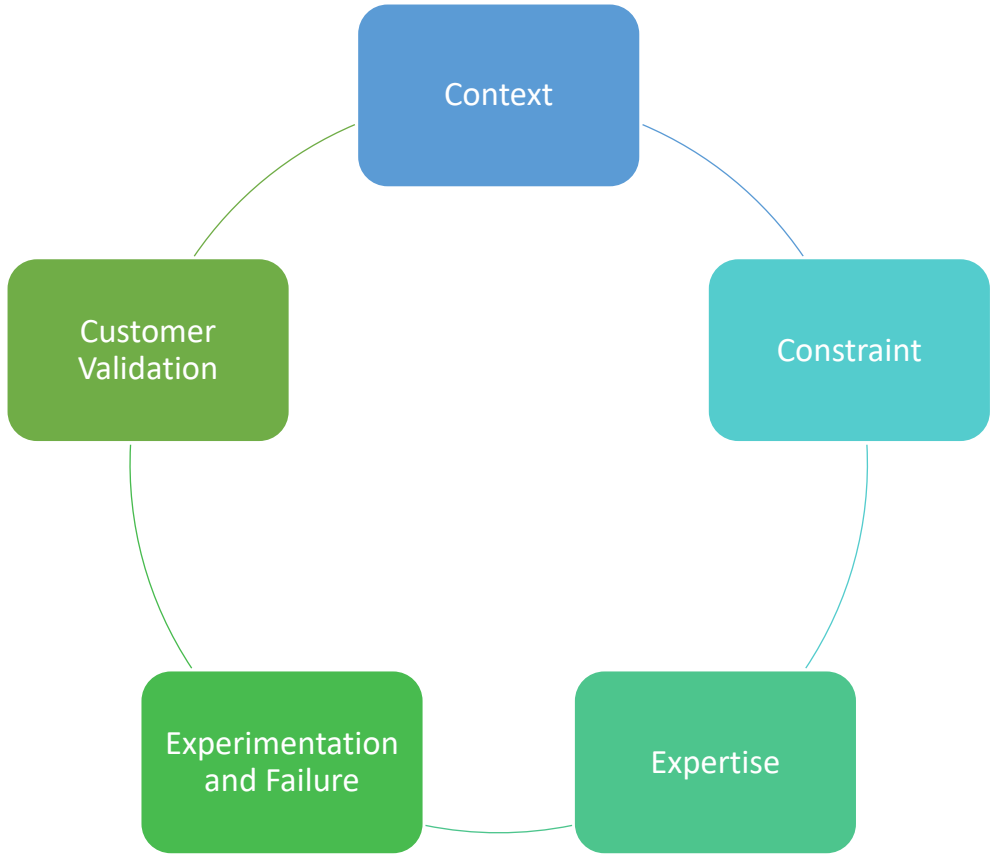
My Role in Design at EL

My Role in Design:

- Simplify
- Scale
- Customer wants vs. needs
- 80/20 Rule
- Enable creative



Design is a Careful Balance



Platform Features and New Labs:

- What is the problem?
- Who understands this problem?
- How can **we** solve it?
- Will someone pay for it?
- Will someone not buy until we solve this?

Everyone Has a Plan Until…

In a Zoom world, how do people experience EL?



- Significant blocker vs. ‘nice to have’
- Examine positive feedback vs. practical usage
- What were customers doing to solve this already?
- What were we the experts in? How could we stay in our lane?
- Design is working when there’s a commercial impact

Closing Thoughts: Design in this Crisis

- Realize that it’s ‘going to rain’
- Solutions to challenges that seem temporary may become permanent and valuable
- React fast, question faster

mFC

myFamilyChannel



Rethinking Design:

Core Design Principles +

Crisis Response

Simple and safe for analog natives

mFC myFamilyChannel

mFC is a digital communication platform that is **custom-built** for seniors to interact and engage through a device that is comfortable and familiar: their **TV**.



USPTO 29/609,972 patent

mFC Simple Universal Remote

mFC
myFamilyChannel



USPTO 29/609,972 patent

Design Principles

mFC
myFamilyChannel



Design Principles: Use Analog Words

myFamilyChannel



Design Principles: One Idea Per Screen

myFamilyChannel



the Everyday Challenge, amplified

myFamilyChannel

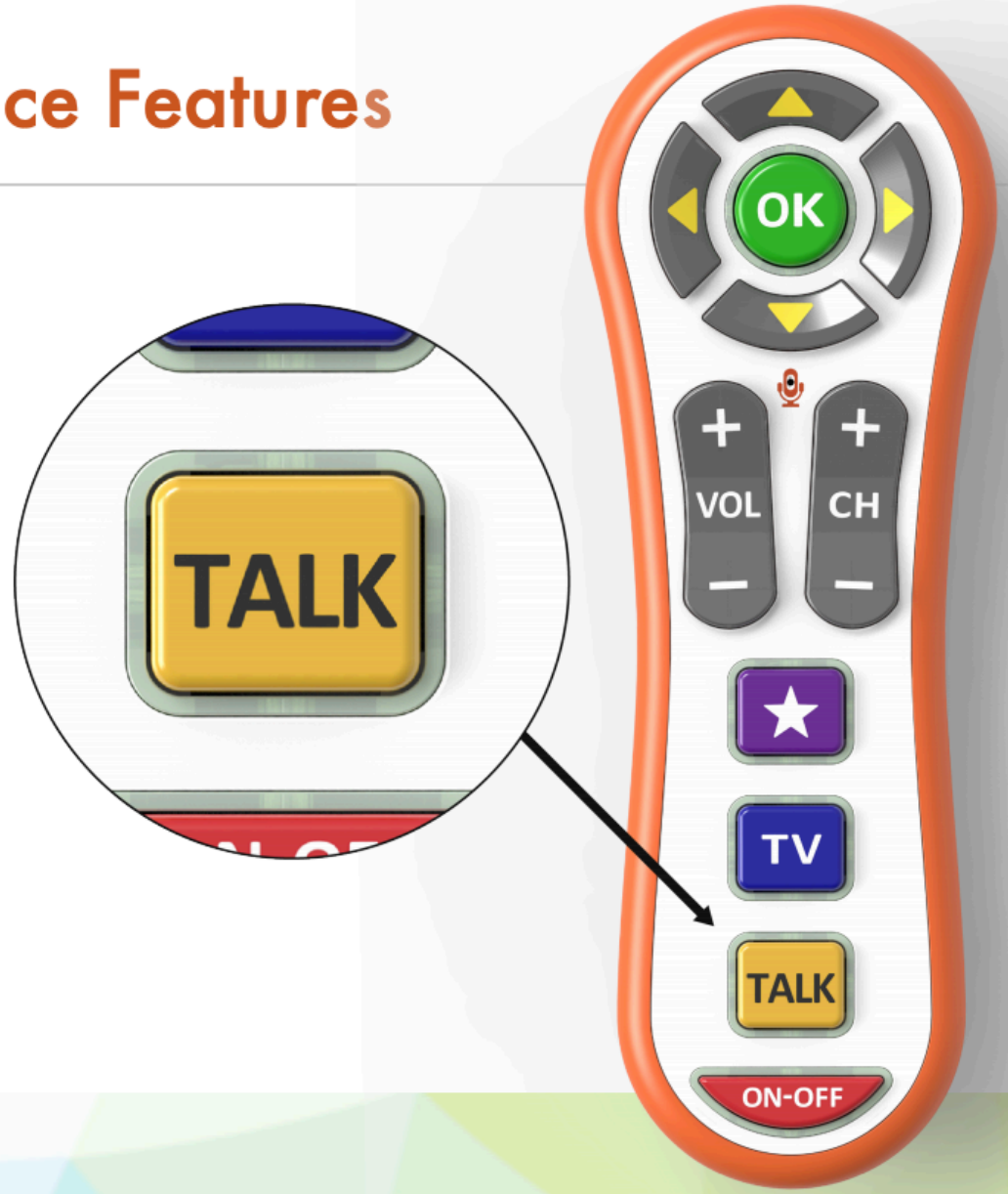




Crisis Response: Voice Features

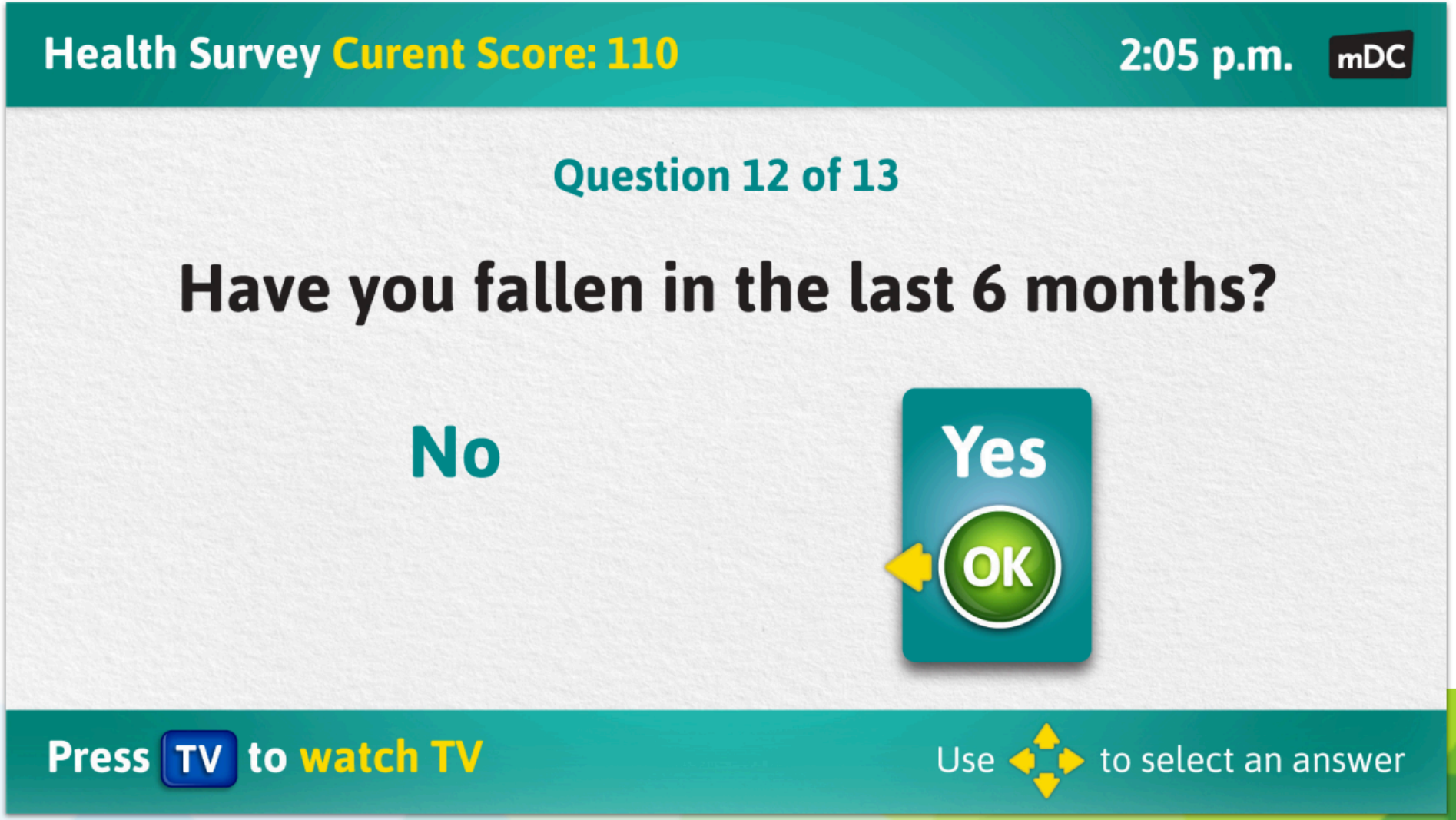
myFamilyChannel

- Live video calls
- Voice commands
- Voice message response



Crisis Response: Telehealth

mFC myFamilyChannel



Thank you!

myFamilyChannel

Todd Smith
Founder and CEO
tsmith@myfamilychannel.com
@ToddSmith502

1300 West Main Street
Louisville KY 40203



Rethinking Design: How Fast Responders Act During A Crisis



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Executive Producer, What's Next Longevity Academy



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QUESTIONS FOR DISCUSSION?

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

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**
- **Rethinking Design: How Fast Responders Act During A Crisis**

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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THANK YOU!

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