



COVID-19 – From Flattening the Curve to Fueling Innovation

Spring Academy

1. Why Technology Matters in 2020 and Beyond (March 31, 2020)

- Laurie Orlov, Founder, Aging in Place Technology Watch
- Ginna Baik, Senior Care Practice Leader, CDW Healthcare
- Mark Francis, Founder and CEO, CaregiverZone
- Mary Furlong, CEO, Mary Furlong & Associates

2. Fostering Innovation During COVID-19 and Beyond (April 28, 2020)

- Jean C. Accius, PhD., Senior Vice President of AARP Thought Leadership and International Affairs
- Mel Barsky, Director of Business Development, Centre for Aging + Brain Health Innovation (CABHI)
- Mary Furlong, CEO, Mary Furlong & Associates

3. Caregiving During COVID-19 – How Self-Care & Wellness Take Center Stage (May 5, 2020)

- Sherri Snelling, Corporate Gerontologist, CEO and Founder, Caregiving Club
- Mary Alexander, VP of Strategic Partnerships, Home Instead Senior Care
- Brian Corey, CEO and Co-Founder, Outpatient
- Mary Furlong, CEO, Mary Furlong & Associates

4. The Ziegler Link·Age Fund: Priorities of the Fund and How Its Portfolio Companies are Responding to the COVID-19 Crisis (May 12, 2020)

- John Hopper, Chief Investment Officer, Ziegler Link·Age Funds
- Ernie Ianace, EVP of Sales and Marketing and Co-Founder, Vital Tech
- Carrie Shaw, CEO and Founder, Embodied Labs
- Nancy Koenig, CEO at Caremerge
- Mary Furlong, CEO, Mary Furlong & Associates



5. **How the COVID-19 Crisis Presents Opportunities for New Partnerships** (May 19, 2020)
 - Peter Yewell, COO and Co-Founder, Outpatient
 - Sherwin Sheik, President and CEO, CareLinx
 - Ted Fischer, CEO and Co-Founder, Ageless Innovation
 - Mary Furlong, CEO, Mary Furlong & Associates

6. **Lessons Learned from COVID-19: Creating a Safer, Healthier Home Health Hub** (May 26, 2020)
 - Sheri Rose, CEO and Executive Director, The Thrive Center
 - Mark Feinberg, Founder and CEO, Stay Smart Care
 - Lisa Taylor, CEO of It's Never 2 Late (iN2L)
 - Mary Furlong, CEO, Mary Furlong & Associates

7. **A New Era for Senior Living: How Crisis Can Create Novel Best Practices** (June 2, 2020)
 - Laura Mitchell, CEO and Co-Founder, GrandCare Systems
 - Jolene Moore, AVP Resident Experience, Discovery Senior Living
 - Mike Rethage, SVP and Head of Senior Living, Touchtown
 - James Michels, VP of Development, Army Distaff Foundation
 - Mary Furlong, CEO, Mary Furlong & Associates

8. **Investment Priorities in 2020 and Beyond in Light of COVID-19** (June 9, 2020)
 - Todd Haim, Chief of the Office of Small Business Research, National Institute on Aging
 - Dan Hermann, President and CEO, Head of Investment Banking, Ziegler
 - Jake Nice, Principal at Nationwide Ventures
 - Mary Furlong, CEO, Mary Furlong & Associates



9. Power of Partnerships – From Flattening Curves to Fueling Business (June 16, 2020)

- Josh Studzinski, VP of Marketing, Caremerge
- Liron Torres, Head of Product for Smart Properties, Amazon
- John Polatz, CEO, PS Lifestyle
- Mary Furlong, CEO, Mary Furlong & Associates

10. Rethinking Design: How Fast Responders Act During a Crisis (June 23, 2020)

- Dr. Emily Splichal, CEO and Founder, Naboso Technology LLC
- Stephan Ostrander, Chief Operating Officer, Embodied Labs
- Brian Corey, CEO and Co-Founder, Outpatient
- Todd Smith, CEO and Founder, myFamilyChannel