



MARY FURLONG
and ASSOCIATES

Intelligence • Insight • Impact

P R E S E N T S

16th Annual
WHAT'S NEXT
BOOMER BUSINESS
Summit

APRIL 18, 2019
HYATT REGENCY
NEW ORLEANS



Innovation Labs

We accelerate the innovation ecosystem by working with startups, accelerators and the innovation community to empower people to choose how they live as they age.

Find out more and stay in the know by signing up for our newsletter at www.aarpinnovationlabs.org



MARY FURLONG
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PRESENTS

16th Annual

WHAT'S NEXT
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NEW ORLEANS

WHAT'S

Inside

Recognition	2-3
Welcome	4
Agenda	5-11
Speaker Bios	12-17

Recognition

WE GRATEFULLY ACKNOWLEDGE THE CONTRIBUTIONS OF THE FOLLOWING ORGANIZATIONS AND INDIVIDUALS FOR THEIR INVALUABLE ASSISTANCE IN CREATING THE 2019 WHAT'S NEXT BOOMER BUSINESS SUMMIT.

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Recognition

WHAT'S NEXT
BOOMER BUSINESS
SUMMIT

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Mary Furlong

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Susan Davis

MFA ASSOCIATES

Jennifer Banta
Daniel Furlong, J.D.
Annsley Hiles
Jo Anne Morrison
Pat Stenson

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Meaghan McMahon
Molly McMillan

SDI TEAM

Martha MacPhee
Paige Ross

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Embodied Labs
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Next For Me
WomenAgainstAlzheimer's

MARY FURLONG
& ASSOCIATES

Overview



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

For sixteen years, Mary Furlong & Associates (MFA), headquartered in the San Francisco Bay Area, has produced three conferences annually, the What's Next Boomer Business Summit; the Silicon Valley Boomer Venture Summit and Business Plan Competition; and the Washington DC Innovation Summit. MFA also co-produces What's Next Canada? with the Centre for Aging + Brain Health Innovation (CABHI). These events serve to highlight the tremendous opportunity in the longevity marketplace.

MFA also has a private practice that assists corporations, investors, and entrepreneurs to create business development, marketing, and investment strategies. The services of the firm are unique and geared to opportunities with baby boomers, senior markets, and the longevity economy. Mary Furlong is an advisor to the Ziegler Link•Age Longevity Funds.

SOCIAL

Media

We hope you will share insights and ideas from today's sessions via Twitter and Facebook:

Twitter: @WhatsNextBoomer

Facebook: WNBoomerSummit

#BoomerSummit

Welcome

I WOULD LIKE TO PERSONALLY WELCOME YOU TO NEW ORLEANS AND THE 2019 WHAT'S NEXT BOOMER BUSINESS SUMMIT! What's Next is the longest running conference in the longevity marketplace and this year marks our 16th year. The "Big Easy" is the perfect place to celebrate!

Nearly 60 million people have aged into the longevity marketplace since we began in 2003, and the market continues to adapt to the needs and wants of this population. As businesses focused on this consumer, you bring innovation, technology, compassion, and hope to our older consumers. Our goal is to help you succeed!

The theme of **What's Next is Marketing, Music, Money, and Moments**. We have gathered top industry thought leaders, marketing executives, venture and angel investors, successful entrepreneurs, authors, and tech experts to share their knowledge and expertise. Your day will be filled with opportunities to learn more about this complex ecosystem and meet the rising stars, like:

- Lessons from visionary tech entrepreneurs such as [ANDY FREEDMAN](#) (ASSURED ALLIES), [RAY SPOLJARIC](#) (ALOE CARE HEALTH), and [CARRIE SHAW](#) (EMBODIED LABS) discussing the use of AI and VR and their relevance in the longevity marketplace
- Access to investors and distribution partners like [DAN HERMANN](#) and [JOHN HOPPER](#) (ZIEGLER LINK•AGE) as well as new funding and innovation sources like [NIA - SBIR](#) funding, [CABHI](#), and corporate venture funds such as [NATIONWIDE VENTURES](#).
- A deeper understanding of how to go to market, and the value proposition across segments including senior housing, home care, health care, and NGOs, and talented entrepreneurs and corporate executives who can speak to the reimbursement models

MFA is proud to welcome [DR. CHARLOTTE YEH](#), *Chief Medical Officer* at **AARP SERVICES, INC.** as our keynote speaker today. Dr. Yeh will be speaking on **The New Health Age: Thriving in Body, Mind, and Social Connectivity**.

We are profoundly grateful to the speakers, sponsors, marketing partners, social media team, entrepreneurs, and volunteers who make What's Next possible. We hope that you all become part of our ongoing What's Next community, as we continue to bring people together in forums like this one. May you have a day filled with energy, purpose, insight, imagination, and great connections.

I'd like to thank each of you for joining us today and bringing your expertise to What's Next. As leaders, you have the vision, knowledge, experience, and the wherewithal to help us pave the way to a strong future for aging consumers. Your contributions are our greatest asset; we cannot accomplish what we do without your support and leadership to shape the future.

We should all be very proud of where we are today. I am excited for our shared future!

All the best,



Mary Furlong, Ed.D.
CEO, Mary Furlong & Associates
Executive Producer, What's Next Boomer Business Summit
www.boomersummit.com
Twitter: @WhatsNextBoomer
Mary's Twitter: @MaryFurlong
#BoomerSummit

Agenda

16TH ANNUAL WHAT'S NEXT BOOMER BUSINESS SUMMIT

APRIL 18, 2019 HYATT REGENCY, NEW ORLEANS

7:00 – 8:00 am

Storyville Hall

REGISTRATION & EXHIBIT HALL OPENS

8:00 – 8:50 am

Celestin D

WAKE UP SESSIONS (Please choose one from the sessions below)

CONSUMER INSIGHTS THAT DRIVE STRATEGY

This expert panel will share research and insights from diverse segments of the longevity market. Learn more about the lives of older consumers and how they navigate the choices of products and services in the marketplace. From new understanding of the workplace to research in dementia, and financial services insights to the new segments of the Hacking Longevity study, this panel will focus on how those insights are used to form strategy and plans in the marketplace.

MODERATOR: LORI BITTER, *President and Senior Strategist, THE BUSINESS OF AGING*

PANELISTS: BOBBI JO ALLAN, *Associate Vice President, NATIONWIDE FINANCIAL INNOVATION*
MARY MITTELMAN, *Director, NYU ALZHEIMER'S DISEASE AND RELATED DEMENTIAS FAMILY SUPPORT PROGRAM*
JEFF TIDWELL, *CEO and Co-Founder, NEXT FOR ME*

Celestin B

VISIONARY TECH ENTREPRENEURS: THE 2020 VIEW

What does it take to become a standout entrepreneur in the 50+ in-home care space? Whether it's a robot or a wristband, a platform or a product, learn how these savvy companies are using AI to anticipate, conceptualize and solve a problem, convince investors, scale their startup, and go to market. Hear what they think are the next big trends in the field.

MODERATOR: SALLY ABRAHMS, *Writer on Aging and Boomers*

PANELISTS: ANDY FREEDMAN, *Vice President Marketing, ASSURED ALLIES*
BRIAN SCHULMAN, *Director of Business Development, INTUITION ROBOTICS*
OZ KRAKOWSKI, *Co-Founder and CMO, KYTERA*
RAY SPOLJARIC, *Co-Founder and CEO, ALOE CARE HEALTH*

Celestin C

HEALTH AND WELLNESS BOOMER STYLE: ARE WE READY?

Boomers are aging healthier and will live longer than previous generations. What does this mean for trends in medical care and social support? Medications, therapy, medical and social interventions are taking on a new meaning with the Boomers (and we in the business, best catch up to them fast!). This panel will discuss medical and technological topics and approaches to keep this unique cohort aging well.

MODERATOR: SHERI ROSE, *Executive Director, THRIVE CENTER, INC.*

PANELISTS: DEMETRA ANTIMISIARIS, *Director, UNIVERSITY OF LOUISVILLE'S FRAZIER POLYPHARMACY AND MEDICATION MANAGEMENT PROGRAM*
TONY BROSKY JR., *Professor and Dean of the School of Movement and Rehabilitation Sciences, BELLARMINE UNIVERSITY*
ERNIE IANACE, *Senior Vice President Sales and Marketing, VITALTECH INNOVATIONS*

8:50 – 9:00 am

Storyville Hall

BREAK/EXHIBIT HALL TIME

9:00 – 10:30 am

Celestin D

OPENING SESSION

WELCOME

MARY FURLONG, *CEO, MARY FURLONG & ASSOCIATES*

Agenda

Celestin D

THE NEW HEALTH AGE: THRIVING IN BODY, MIND AND SOCIAL CONNECTIVITY

Dr. Charlotte Yeh, Chief Medical Officer for AARP Services, Inc. will help participants understand the importance of resiliency and social connection to health and well-being. This novel framework for a more life-centric model of health will also introduce participants to how the vibrancy and vitality of aging and the correlation of attitude and connections leads to better health outcomes and lower healthcare costs. The session will close with an examination of the evidence behind resiliency — the ability and attitude that ensures you can cope and adapt when life throws you a curveball.

INTRODUCTION: **MICHAEL CARROLL**, Chief Marketing Officer, TRIPLE TREE

KEYNOTE SPEAKER: **DR. CHARLOTTE YEH**, Chief Medical Officer, AARP SERVICES, INC.

RESPONDENTS: **DAN HERMANN**, President and CEO, ZIEGLER

BRIAN HOLZER, President, KINDRED INNOVATIONS, Founder and CEO,
LACUNA HEALTH

DR. JOHN LOUGHNANE, Chief Innovation Officer, COMMONWEALTH CARE
ALLIANCE

DR. PRENTISS TAYLOR JR., Vice President for Medical Affairs,
DOCTOR ON DEMAND

THE ELEMENTS: AGING FLOW: MONEY & THE MODERN ELDER

In Element 1 Chip Conley will discuss what it means to be a “modern elder” in midlife, how he became one at Airbnb and why he thinks more companies should have modern elders. In Element 2 Kerry Hannon will talk about what she learned researching her upcoming book, *Never Too Old to Get Rich: The Entrepreneur’s Guide to Starting a Business Mid-Life*. And in Element 3 Next Avenue’s Managing Editor Richard Eisenberg will interview Grammy award-winning songwriter, music producer and activist Tena Clark about her career and her new memoir, *Southern Discomfort*.

INTRODUCTION: **RICHARD EISENBERG**, Senior Web Editor of the Money and Security and Work and Purpose Channels, NEXT AVENUE

ELEMENT 1: WISDOM@WORK: THE MAKING OF A MODERN ELDER

CHIP CONLEY, Author of *The Making of a Modern Elder*

ELEMENT 2: TAKEAWAYS FROM SUCCESSFUL MID-LIFE ENTREPRENEURS

KERRY HANNON, Author, Keynote Speaker, and Expert Columnist

ELEMENT 3: WHAT’S NEXT: THE MUSIC OF OUR LIVES

TENA CLARK, Author, Songwriter, and Producer

BREAK/EXHIBIT HALL TIME

10:30 – 10:45 am

Storyville Hall

10:45 – 11:45 am

Celestin B

SESSION 1 (Please choose one from the sessions below)

THE NEW CAREGIVING ECONOMY

By 2020, over 100 million Americans will need assistance of some kind, yet we will have less than half the family caregivers needed (45 million) to care for them. When it comes to a growing caregiving economy, there are two paths to success: offering quality, turnkey senior care solutions and offering self-care services to stressed out family caregivers. Harvard Business School recently found employers are disconnected from their caregiving employees and grossly underestimate their \$13 billion annual value. The faces of caregiving are changing, caregiving has been focused on boomer women but AARP, SCAN Foundation, and AP, among others are identifying that more men and more millennials are taking on caregiving duties. The panel addresses the trends in developing partnerships, products, services, and engagement activities to support the needs of family caregivers — your new customer.

Agenda

Celestin A

MODERATOR: [SHERRI SNELLING](#), *Writer, Author, and CEO*, CAREGIVING CLUB
PANELISTS: [MARTIN NG](#), *Global Chief Information Officer*, SODEXO HOME CARE
[SHERWIN SHEIK](#), *President, CEO and Founder*, CARELINX
[MARYANNE STERLING](#), *Executive Vice President*, LIVPACT

INVESTING PRIORITIES 2019 AND BEYOND

Investment in the longevity market is at a relatively early evolutionary stage. So who is doing the investing, what is the investment premise, and what supporting data is used? Corporate and strategic investors, venture investors, social impact investors, and angel investors all share an interest and passion for the market — which of them are investing and why — or why not? Discover the rationales used today and at what stages of startup evolution. Get copies of relevant research material that inform their decisions.

MODERATOR: [MARY FURLONG](#), *CEO*, MARY FURLONG & ASSOCIATES
PANELISTS: [MICHAEL CARROLL](#), *Chief Marketing Officer*, TRIPLE TREE
[TODD HAIM](#), *Chief of the Office of Small Business Research*, NATIONAL INSTITUTE ON AGING
[JOHN HOPPER](#), *Chief Investment Officer*, ZIEGLER LINK • AGE LONGEVITY FUND, LP
[JAKE NICE](#), *Principal*, NATIONWIDE VENTURES

Celestin C

INTELLIGENT FUTURE: VR, AI, VF TECH ROLE

MODERATOR: [BOB FINE](#), *Principal*, COOL BLUE MEDIA
PANELISTS: [CHRIS BRICKLER](#), *CEO and Co-Founder*, MYNDVR
[JERRY CARLEY](#), *President and CEO*, BENEDICTINE HEALTH SYSTEM
[CARRIE SHAW](#), *CEO and Founder*, EMBODIED LABS

Celestin H

SENIOR HOUSING TURNING POINTS: GROWTH AND DOING GOOD

Housing is one of the foundational constructs of aging for everyone at all socioeconomic levels. Today's existing homes and structures are not ready for the future and are struggling with the needs of today's elder population. Join this discussion for a practical look at today's environment and how design, technology, and affordability will shape senior housing products over the next twenty years for both independent living and inside senior living communities.

MODERATOR: [GEORGE YEDINAK](#), *Founder and Publisher*, SENIOR HOUSING NEWS
PANELISTS: [ROBERT KRAMER](#), *Founder and Strategic Advisor*, NATIONAL INVESTMENT CENTER FOR SENIORS HOUSING & CARE (NIC)
[MARK MOUNTEL](#), *Director of Technology & Procurement Solutions*, LIFE ENRICHING COMMUNITIES
[KEVIN RIDDLEBERGER](#), *Co-Founder and Chief Strategy Officer*, DISPATCHHEALTH

11:45 am - 12:30 pm

Celestin D

LUNCH & LEARN

Enjoy lunch with your favorite expert, author, or entrepreneur. Your table assignments are located on the back of your name badge.

12:30 - 1:30 pm

Celestin D

THE WHAT'S NEXT PITCH FOR DISTRIBUTION TO CORPORATIONS AND ORGANIZATIONS INVESTING IN THE LONGEVITY ECONOMY

Back by popular demand, a select group of entrepreneurs will pitch investors and distribution partners for feedback and potential deals. The session will begin with investors and partners discussing what they look for in partners and trends that will dominate the longevity market in the coming year. Prospective companies must have an annual revenue greater than \$1 million.

Agenda

1:30 – 2:00 pm

Celestin D

2:00 – 3:00 pm

Celestin D

3:00 – 3:15 pm

Storyville Hall

3:15 – 4:00 pm

Celestin C

MODERATOR: SCOTT PEIFER, *Founder and Principal, CHANGEAGENTS*

JUDGES: GINNA BAIK, *Strategic Business Development, CDW HEALTHCARE*
TODD HAIM, *Chief of the Office of Small Business Research, NATIONAL INSTITUTE ON AGING*
JIM MURPHY, *Vice President, Medicare & Retirement, UNITEDHEALTHCARE*
MARTIN NG, *Global Chief Information Officer, SODEXO HOME CARE*
NIGEL SMITH, *Director of AARP Innovation Labs, AARP*
RYAN WEBSTER, *Director of Finance and Operations, CABHI*

PITCHING: Please see insert for pitching companies

LESSONS FROM THE C-SUITE

Ideas move from concept to product every day. Money is raised, a team is recruited, and now the startup has both sales and customers, ready for the next round of growth. How should they move from smart startup to a successful, sustainable business? How are partnerships leveraged to boost growth and staying power? Hear from entrepreneurs who are successful, highlighting the top lessons learned from each.

MODERATOR: CHRIS FARRELL, *Host, MINNESOTA PUBLIC RADIO (MPR)*

PANELISTS: SHARON EMEK, *Founder, CEO and President, WAHVE*
TED FISCHER, *Founder and CEO, AGELESS INNOVATION*
SHERWIN SHEIK, *President, CEO and Founder, CARELINX*

WHAT'S NEXT INNOVATION PITCH EVENT SPONSORED BY AARP

The What's Next Innovation Challenge, hosted by Mary Furlong & Associates and sponsored by AARP Innovation Labs, will showcase companies addressing the challenge of how to use voice first and AI to improve social connections and empower people to choose to live how they want as they age. The criteria for applying to the competition is limited to startup companies with less than \$500,000 in annual revenue or who have raised a maximum \$5 million in investor funding. The winning team will go on to the national AARP Innovation pitch event at the Hatchery in Washington, D.C. later this year.

MODERATOR: DAVID LINDEMAN, *Ph.D., Director of the CITRIS Health Initiative, UC BERKELEY*

INTRODUCTION: JACQUELINE BAKER, *Director of Innovation Programming AARP*

PANELISTS: GINNA BAIK, *Strategic Business Development, CDW HEALTHCARE*
DR. JOHN LOUGHNANE, *Chief Innovation Officer, COMMONWEALTH CARE ALLIANCE*
JAKE NICE, *Principal, NATIONWIDE VENTURES*

PITCHING: INSTITUTION ROBOTICS
LIVPACT
BRIOCARE
LORO

BREAK/EXHIBIT HALL TIME

SESSION 2 (Please choose one from the sessions below)

VALUE OF STORYTELLING & LIFE NARRATIVE IN THE SENIOR ECOSYSTEM

Story defines our purpose in life. Making sense of who we are by looking back, understanding our particular lived experiences and how they define us ...this gets at the core of "person-centered" care and impacts the individual and families as well as caregivers in the senior ecosystem. As senior care operators, how are we helping our aging population feel relevant, known, and challenged cognitively? How can storytelling and creating life narratives serve to

Agenda

paint the rich picture of our lives as well as link us together for social/emotional engagement and belonging? We will discuss how life narrative plays a necessary role in shaping the care of others and allows us to find purpose for our own well-being.

MODERATOR: [ANGELA BURTON](#), *Founder, FEET TO THE FIRE WRITERS' WORKSHOPS*

PANELISTS: [MARY HAYNES](#), *Chief Executive Officer, NAZARETH HOME*
[JAY NEWTON-SMALL](#), *Founder and CEO, MEMORYWELL*
[JACK YORK](#), *President and Co-Founder, IT'S NEVER 2 LATE*

Celestin B

BOOMERS, BRAIN HEALTH, AND THE NEXT WELLNESS BUSINESS REVOLUTION

By 2050, Americans living with Alzheimer's disease will number 14 million — more than double the incidence of 5.7 million today — and will cost the U.S. government \$1 trillion. With a lack of public knowledge about Alzheimer's and fewer health care professionals going into aging care, families are severely impacted by this disease with 14 million family caregivers struggling to care for and support their loved ones. Whether it's Alzheimer's and dementia, depression, or mental illness, brain health is the next frontier in health and wellness. This expert panel, representing both the private and public sectors, explains why having a brain health and dementia strategy as part of your business model is essential in the longevity economy.

MODERATOR: [SHERRI SNELLING](#), *Writer, Author, and CEO, CAREGIVING CLUB*

PANELISTS: [SAM FAZIO](#), *Senior Director of Quality Care and Psychosocial Research, ALZHEIMER'S ASSOCIATION*
[JILL LESSER](#), *President, WOMENAGAINSTALZHEIMER'S*
[MEL BARSKY](#), *Director of Business Development, CENTRE FOR AGING BRAIN HEALTH INNOVATION (CABHI)*
[VIJETH IYENGAR, Ph.D.](#), *Brain Health Lead, ADMINISTRATION FOR COMMUNITY LIVING, Technical Advisor to the Deputy Assistant Secretary for Aging, HHS*

Celestin H

THE CHANGE AGENTS: NEW REIMBURSEMENT MODELS

Thriving in the New Medicare SNF Reimbursement System with the arrival of VBP bonuses and more specifically with PDPM on the horizon, SNFs are facing a near imperative of reinvention. This session will focus on strategies that will position SNFs for success in the post-PDPM world. Topics covered will include: Impact of PDPM on revenue from therapy; why nursing will become the principal driver of reimbursement; if home is the setting of the future, what roles can SNFs play in the post-acute care continuum; and evolving role of medical directors and the importance of physician governance in overall SNF clinical quality and operations.

MODERATOR: [DR. WIN WHITCOMB](#), *Chief Medical Officer, REMEDY PARTNERS*

PANELISTS: [LANE BOWEN](#), *President and Chief Executive Officer of Skilled Nursing & Rehabilitation, AVALON HEALTH CARE, INC.*
[BRIAN HOLZER](#), *President, KINDRED INNOVATIONS, Founder and CEO, LACUNA HEALTH*
[AARON MCPHERSON](#), *Vice President of PACE, INSTITUTE ON AGING*
[DR. JERRY WILBORN](#), *Chief Executive Officer, GAPS HEALTH*

Celestin A

WHAT'S NEXT MARKETING INSTAGRAM CONTENT AND SEARCH

It's not news that social media platforms are a powerful and cost-effective means for companies and organizations to communicate directly with customers and other key stakeholders. Hear from a panel of industry insiders and digital media experts about how they're optimizing digital content and leveraging social media platforms to drive their mission or business — or both. You will undoubtedly learn something you can use.

Agenda

4:00 – 4:15 pm
Storyville Hall

4:15 – 5:00 pm
Celestin B

Celestin C

Celestin D

5:00 – 5:10 pm
Storyville Hall

MODERATOR: BEN ADKINS, *Public Relations and Communications Consultant*

PANELISTS: ALEXANDRA MOREHOUSE, *Chief Marketing Officer, BANNER HEALTH*
LOLA RAIN, *Director of Digital Media, ESKATON*
CHRISTINA TAMAROGGIO, *Innovation Marketing Manager, AARP*
INNOVATION LABS

BREAK/EXHIBIT HALL TIME

SESSION 3 (Please choose one from the sessions below)

NEVER TOO OLD TO GET RICH: STARTING A BUSINESS AT MID-LIFE

Entrepreneurship and youth are practically synonymous in popular culture, think Mark Zuckerberg, founder of Facebook, and Evan Spiegel, co-founder of Snap. The reality of entrepreneurship in America is that the 55–64 year-old age cohort has accounted for more than a quarter of new business startups in recent years. The panel will discuss the reasons driving the embrace of entrepreneurship in the second half of life; learn from the experiences of entrepreneurs that launched their business later in life, and delve into strategies that could boost the odds of success.

MODERATOR: RICHARD EISENBERG, *Senior Web Editor of the Money and Security and Work and Purpose Channels, NEXT AVENUE*

PANELISTS: PAT CAMPBELL, *CEO, VINYASA VENTURES*
JUSTIN LIN, *Founder and CEO, ENVOY*
SHARON EMEK, *Founder and CEO, WAHVE*

BUILDING BETTER INTERACTION: NEW PRODUCT DESIGN

Well-designed experiences are liberating, intergenerational, and often bring pleasure to mundane tasks that could otherwise be frustrating. A user interface (UI) designed and tested by “digital natives” often does not have reach into older generations. But product designs that are inclusive and understand the technology needs of different generations will find an enormous underserved market. We will uncover UI insights from top designers of products aimed at 50+ audiences, and discuss ways to promote inclusive design.

MODERATOR: MICHAEL PHILLIPS, *Director of Technology Strategy Integration, AARP*

PANELISTS: MATT ISOLA, *Co-Founder, LONGEVITY LABS; Founder, GENERATION EXCHANGES*
TODD SMITH, *Founder and CEO, MYFAMILYCHANNEL*
PASCAL TYRRELL, *Chief Science Officer, ACEAGE*

MEDIA INFLUENCERS & MARKETERS BATTLING AGEISM

Ageism is one of the last acceptable forms of discrimination in America today. If you work in the longevity market, negative and unrealistic perceptions of older people lurk behind nearly all the issues you deal with in your work. But media executives and marketers are well positioned to challenge ageism. This session will explore how to combat ageism — and improve your brand — through an anti-ageist approach.

MODERATOR: HELEN DENNIS, *Columnist, Author, and Lecturer*

PANELISTS: GARY CALLIGAS, *Publisher, THE BEST OF TIMES MAGAZINE; Host, THE BEST OF TIMES RADIO HOUR*
DIANE HARRIS, *Editorial Director, CONSIDERABLE*
LOLA RAIN, *Director of Digital Media, ESKATON*

BREAK/EXHIBIT HALL TIME

Agenda

5:10 – 6:00 pm

Celestin D

CLOSING SESSIONS (Please choose one from the sessions below)

REVOLUTIONARIES AND STORYTELLERS

INTRODUCTION: **JAY NEWTON-SMALL**, *Founder and CEO, MEMORYWELL*

KEYNOTE SPEAKER: **ELISA CAMAHORT PAGE**, *Author, Advisor, Entrepreneur, ELISACP*

WHAT'S NEXT AND WHO'S NEXT 2020

MODERATOR **MARY FURLONG**, *CEO, MARY FURLONG & ASSOCIATES*

PANELISTS: **CARRIE SHAW**, *CEO and Founder, EMBODIED LABS*

CONNIE BENTON WOLFE, *President and CEO, AGING & IN-HOME SERVICES OF NORTHEAST INDIANA, INC.*

CLOSING COMMENTS & ACKNOWLEDGEMENTS

MARY FURLONG, *CEO, MARY FURLONG & ASSOCIATES*

Celestin A

PURPOSEFUL NETWORKING (SPEED DEALING)

We all know the power of networking and building relationships. Whether you are an entrepreneur looking for investors, investor looking for deal flow, startup looking for distribution, or established companies and nonprofits looking for market innovations — join us for the ultimate speed networking session that will shine the spotlight on the most important brand in the room — yours! Come ready to speak efficiently and SPEEDILY about yourself, your company, and the deals you want to make.

MODERATORS: **PAUL STICH**, *Chief Operating Officer, COUNTABLE*

JACK YORK, *President and Co-Founder, IT'S NEVER 2 LATE*

PANELISTS: **SALLY ABRAHMS**, *Writer on Aging and Boomers*

BOBBI JO ALLAN, *Associate Vice President, NATIONWIDE FINANCIAL INNOVATION*

JENNIFER DRAKLELLIS, *Senior Director of Innovation and Business Development, UNITEDHEALTHCARE*

BRIAN HOLZER, *President, KINDRED INNOVATIONS, Founder and CEO, LACUNA HEALTH*

MARK MOUNTEL, *Director of Technology & Procurement Solutions, LIFE ENRICHING COMMUNITIES*

SHERI ROSE, *Executive Director, THRIVE CENTER, INC.*

NIGEL SMITH, *Director of AARP Innovation Labs, AARP*

JIM VANDAGRIFFT, *Chief Executive Officer, PREFERRED COMMUNITY HEALTH PARTNERS (PPHP)*

CLOSING COMMENTS & ACKNOWLEDGEMENTS

PAUL STICH & JACK YORK

NETWORKING RECEPTION

6:00 pm

Storyville Hall

Speaker Bios

SALLY ABRAHMS

Writer on Aging and Boomers



Sally Abrahms is a nationally recognized writer on baby boomers and seniors. She focuses on lifestyle, senior living, caregiving, 50+ technology, and intergenerational initiatives. Sally has published in *The Wall Street Journal*, *TIME*, *Newsweek*, *The New York Times*, *AARP*, *PBS's nextavenue.org*, and the *Washington Post* and also writes content for companies and organizations that focus on older adults.

BEN ADKINS

Public Relations and Communications Consultant



Ben is a Public Relations and Communications Consultant with a passion for topics related to the health care and aging care/services sector; Former health care and business journalist.

BOBBI JO ALLAN

Associate Vice President, NATIONWIDE FINANCIAL INNOVATION



Bobbi Jo Allan leads innovation for Nationwide Financial. In her role she drives adjacent innovation and leads the Living in Retirement domain strategy. Her prior roles at Nationwide include corporate strategy, marketing, and market research. Nationwide is a Fortune 100 company based in Columbus, OH.

DEMETRA ANTIMISIARIS

Director, UNIVERSITY OF LOUISVILLE'S FRAZIER POLYPHARMACY AND MEDICATION MANAGEMENT PROGRAM



Demetra Antimisiaris (Dr. Dee) is the director of the University of Louisville's Frazier Polypharmacy and Medication Management Program—a program dedicated to education, research and outreach regarding Polypharmacy. Her research interests include multi-stakeholder decision making regarding medication use and health systems analysis regarding polypharmacy. Dr. Dee has authored a variety of scientific and educational publications, was editor of *Primary Care Clinics in Office Practice: Geriatrics*, conducts polypharmacy research and attributes her skills to working in nursing homes for 30 years taking in what there is to know about the care of older adults.

GINNA BAIK

Strategic Business Development, CDW HEALTHCARE



Ginna Baik is the Senior Care Strategist for CDW Healthcare, a leading provider of technology solutions for healthcare organizations nationwide. Baik is responsible for leading CDW Healthcare's strategic business development initiatives in the senior care market, helping to define the necessary IT solutions for long-term care organizations while strengthening and expanding industry partner relationships.

JACQUELINE BAKER

Director of Innovation Programming, AARP



Jacqueline M. Baker is the Director of Innovation Programming for AARP Innovation Labs, where she is responsible for accelerating the AARP innovation ecosystem by curating programming and experiences for both startups and organizations to influence, shape, and co-create products and services that empower people to choose how they live as they age. In previous roles within AARP, Jacqueline managed the national tradeshow presence of AARP TEK, the flagship technology education program designed for the 50+ as well as previously managing the executive office of Innovation and Product Development.

MEL BARKSY

Director of Business Development, CABHI



Mel Barsky is the Director of Business Development at CABHI. He is responsible for developing and identifying new commercial opportunities that will expand the continued Canadian and international growth of CABHI, as well as leading the business development, marketing, and communications functions of the organization. Mel brings to CABHI more than 25 years of leadership experience in venture capital, healthcare IT, sales, marketing, operations, financial services, and information technology.

CONNIE BENTON WOLFE

President & CEO, AGING AND IN-HOME SERVICES



Connie Benton Wolfe, MA, is President & CEO of Aging and In-Home Services a designated area agency on aging serving nine-counties in northeast Indiana and a designated Aging & Disability Resource Center. In addition, she serves as Co-CEO of Preferred Community Health Partners, LLC, a management services organization and national provider network built to secure contracts from managed care and other payer entities and then utilize experts from community-based organizations to address the adverse social determinants of health of complex patients.

LORI BITTER

President and Senior Strategist, THE BUSINESS OF AGING



Lori K. Bitter provides strategic consulting, research, and development for companies seeking to engage with mature consumers at The Business of Aging. Her book, *The Grandparent Economy* was released in September 2015. She serves as publisher of *GRAND*—the digital magazine for grandparents, and as Co-Producer of What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit, and Washington, D.C. Innovation Summit.

BOB BLANCATO

President, MATZ BLANCATO & ASSOCIATES; Immediate Past Chair, AMERICAN SOCIETY ON AGING



Bob Blancato is the President of Matz Blancato & Associates, the National Coordinator of the bipartisan 3000-member Elder Justice Coalition and of the Defeat Malnutrition Today coalition, and the Executive Director of the National Association of Nutrition and Aging Services Programs. Most recently, Bob is the Immediate Past Chair of the Board of the American Society on Aging and on the National Board of AARP.

LANE BOWEN

President and Chief Executive Officer of Skilled Nursing & Rehabilitation, AVALON HEALTH CARE, INC.



Lane Bowen is the President & CEO of Skilled Nursing at Avalon Health Care. Mr. Bowen has spent more than 35 years working to improve the delivery and quality of services in post-acute care. His experience in executive leadership positions in companies such as Sava, Kindred, and Life Care afford a veteran perspective on topics ranging from management of rehabilitation programs to Medicare coverage and reimbursement. He holds a Bachelor of Science in Physical Therapy from the University of Utah.

CHRIS BRICKLER

CEO and Co-Founder, MYNDVR



Chris Brickler is CEO and Co-Founder of MyndVR, a national health and wellness company providing Virtual Reality solutions for the growing senior market. MyndVR has a library of VR content and original programming designed for recreational and therapeutic effects.

TONY BROSKY JR.

Professor and Dean of the School of Movement and Rehabilitation Sciences, BELLARMINE UNIVERSITY



Dr. Tony Brosky is the Dean of the School of Movement and Rehabilitation Sciences at Bellarmine University in Louisville, Kentucky and holds the rank of full professor in the Doctor of Physical Therapy Program. His clinical and research interests are in the management, treatment, and outcomes of acute and chronic musculoskeletal conditions and in the development and impact of community engagement activities on students and faculty in the health professions.

ANGELA BURTON

Founder, FEET TO THE FIRE WRITERS' WORKSHOPS



Angela Burton is the Founder & Chief Writing Motivator of Feet to the Fire Writers' Workshops®, a creative program that inspires adults to challenge themselves through expressive writing. She began the program in Louisville in 2014 and expanded to develop a special train-the-trainer program for aging adults after she ran countless workshops for more than 600 elders. Her particular brand of helping people find their voice and write authentic

Speaker Bios

stories earned her a spot in Louisville's WILD Accelerator for Female Founders program and has gained national attention.

GARY L. CALLIGAS

**Publisher, THE BEST OF TIMES MAGAZINE;
Host, THE BEST OF TIMES Radio Hour**



Gary L. Calligas is the publisher of "THE BEST OF TIMES," a monthly glossy magazine for mature adults residing in Shreveport-Bossier City, Louisiana area. He is also the radio talk show host of THE BEST OF TIMES Radio Hour, a weekly Saturday morning one hour radio show for mature listeners. Since 2012, he has been the Executive Director/CEO of North American Mature Publishers Association. Inc. He was previously a featured weekly columnist regarding "Senior Living" topics in the Gannett daily newspaper "The Shreveport Times." In 2018, he was appointed as an Executive Council member of AARP Louisiana.

Gary was born and raised in Shreveport, Louisiana, a graduate of Louisiana Tech University, and a graduate of the Executive Management School of Babson College. Gary has a wide variety of previous work experience. He is married and has three children and five grandchildren.

ELISA CAMAHORT PAGE

Author, Advisor, Entrepreneur, ELISACP



Former co-founder/COO of the BlogHer, Inc., Elisa now speaks, writes, and consults. Her debut book, *Road Map for Revolutionaries* was published last Fall and was an Amazon #1 New Release. Elisa's guiding principle: Innovation+Empathy>Innovation+Efficiency

PAT CAMPBELL

CEO, VINYASA VENTURES



Pat Campbell is an accomplished entrepreneur and senior leader with an extensive history of spearheading innovative strategies that have grown a diverse range of consumer-based, multi-channel businesses. Her experience encompasses leading Fortune 500 publishing and financial service companies, Internet startups and a major player in the cannabis industry. Her expertise spans operations, marketing, sales, and customer experience solutions.

JERRY CARLEY

President and CEO, BENEDICTINE HEALTH SYSTEM



With over 25 years of senior care leadership experience, Jerry Carley was recently recognized in *The Minnesota 500, The Most Powerful Business Executives 2018*. He also serves as a board member for LeadingAge Minnesota.

MICHAEL CARROLL

Chief Marketing Officer, TRIPLETREE



Michael Carroll is the Chief Marketing Officer at TripleTree, focused on contributing to the firm's success through effective marketing strategy, brand management, pipeline expansion, and portfolio company engagement.

He brings 25+ years of diverse marketing and partnership experience in the healthcare, financial services, and retail sectors to his role at TripleTree.

TENA CLARK

Musician, Songwriter, and Producer



Musician, songwriter, and producer Tena Clark grew up in Waynesboro, Mississippi, and worked as a touring musician during her 20s. She relocated to Los Angeles in 1982, where she started writing and producing music for television and movies, including the soundtracks to *Hope Floats, My Best Friend's Wedding, Where the Heart Is, and Twins*. She wrote and produced Patti LaBelle's "Way Up There," which was nominated for a GRAMMY Award in 2009. She also has written and produced for Aretha Franklin, Leann Rimes, Dionne Warwick, Chaka Khan, Gladys Knight, Jennifer Holiday, En Vogue, and Maya Angelou. She was also commissioned to write the theme songs for NASA and Hilary Clinton. She remains the CEO of DMI Music and, most recently, was composer and lyricist for *Twist: The Musical* and now author of the award-winning memoir *Southern Discomfort*.

CHIP CONLEY

Founder, MODERN ELDER ACADEMY



New York Times bestselling author Chip Conley is the founder of the Modern Elder Academy that offers a curriculum based on his latest book, *Wisdom@Work: The Making of a Modern Elder*. www.ModernElderAcademy.com

HELEN DENNIS

Columnist, Author, and Lecturer



Helen Dennis writes a weekly syndicated column on Successful Aging for the Southern California News Group reaching 1.6 million readers. She is a nationally recognized leader on aging and the new retirement with academic, corporate, and nonprofit experience.

JENNIFER DRAKLELLIS

Senior Director of Innovation and Business Development, UNITEDHEALTHCARE



Jennifer Draklellis is an executive at UnitedHealthcare with 25+ years of experience driving the strategy and execution of innovative solutions for aging Americans. She is responsible for developing and managing a portfolio of strategic innovation initiatives and works with AARP to pioneer new health management products and services for their membership.

RICHARD EISENBERG

Senior Web Editor of the Money & Security and Work & Purpose Channels, NEXT AVENUE



Richard Eisenberg is Managing Editor of PBS' Nextavenue.org, a website for people 50+, editor of its Money & Security and Work & Purpose Channels and a blogger. He won the RTNDA/NEFE Excellence in Personal Finance Reporting Award in 2017.

SHARON EMEK

Founder, CEO and President, WAHVE



As founder, CEO & President, Sharon Emek leads Work At Home Vintage Experts LLC (WAHVE), an innovative talent solution that engages vintage professionals "phasing" into retirement who work remotely from home on a contract basis for companies across the country. She has effectively broken the mold by infusing flexibility into the traditional office staffing structure with a proven blueprint that is gaining widespread attention, changing lives, and yielding impressive results.

CHRIS FARRELL

Host, MINNESOTA PUBLIC RADIO (MPR)



Chris Farrell is senior economics contributor for public radio's Marketplace; economics commentator for Minnesota Public Radio; and columnist for PBS Next Avenue and the Star Tribune. His latest book is *Purpose and a Paycheck*.

SAM FAZIO

Senior Director of Quality Care and Psychosocial Research, ALZHEIMER'S ASSOCIATION



Dr. Fazio has worked for the national headquarters of the Alzheimer's Association since 1994 in a variety of areas, including Education and Training, Program Services, and Medical and Scientific Relations. He currently works in the Program Services area where he oversees quality care standards and social/behavioral research initiatives. He has worked in the field of aging since 1987 and has a broad range of experience, including research, leadership and management, working with older adults and families, and direct care.

BOB FINE

Principal, COOL BLUE MEDIA



In 2011, Robert launched the only printed magazine covering social media, *The Social Media Monthly*. In January 2014, he launched his second print title, *The Startup Monthly*. In May 2016, he launched VRVoice.co, a content vertical on all things virtual reality. In addition to his publishing endeavors, Robert continues to provide IT strategic planning consulting services to both the private sector and nonprofit communities.

TED FISCHER

Founder and CEO, AGELESS INNOVATION



Ted has spent his career building, working with, and leading collaborative teams committed to achieving positive financial and social impact. As CEO of Ageless Innovation, Ted is focused on accelerating the growth and impact of the JOY FOR ALL brand, that he and his former Hasbro team recently spun out and acquired from Hasbro. He joined Hasbro in 2015 as Vice President of Business Development to help lead the identification and execution of new growth platforms, primarily focused in the Health and Wellness space. At Hasbro, Ted led the launch of

Speaker Bios

Hasbro's JOY FOR ALL brand in 2015, the company's first product line developed specifically for older adults.

ANDY FREEDMAN

Vice President of Marketing, Assured Allies



Andy Freedman is the Vice President of Marketing at Assured Allies, a longevity risk management platform using AI and proven interventions to proactively manage longterm care costs. Prior to joining Assured Allies, Andy served as an operating executive at several technology startups and global companies, including General Mills, Visa, and LevelUp.

Andy received an MBA from the Center for Brand and Product Management at the University of Wisconsin-Madison and a Bachelor's of Business Administration from Emory University. He lives outside Boston with his wife and two children, and also co-founded Miles4Migrants, a nonprofit using donated airline miles and reward points to reunite separated refugee and immigrant families.

MARY FURLONG, ED.D.

President and CEO, MARY FURLONG & ASSOCIATES



Mary Furlong, Ed.D., What's Next Executive Producer, is a leading authority on the baby boom generation as it moves towards and beyond age 50. Through her three companies she has raised over 150 million in venture financing and corporate sponsorships for companies with products and services to serve the needs of the boomer/senior marketplace. Mary received an award as one of the top 100 Women of Influence by the Silicon Valley Business Journal and is also the author of *Turning Silver into Gold: How to Profit in the New Boomer Marketplace*.

TODD HAIM

Chief of the Office of Small Business Research, NATIONAL INSTITUTE ON AGING



Dr. Todd Haim serves as Chief of the Office of Small Business Research at National Institute on Aging (NIA). He oversees the evolution of this exciting new office with the goal of increasing the impact of NIA's SBIR/STTR programs.

KERRY HANNON

Author, Keynote Speaker, Expert Columnist



Kerry Hannon is an expert and strategist on career transitions, personal finance, and retirement. Kerry's forthcoming book is *Never Too Old to Get Rich: The Entrepreneur's Guide to Starting a Business Mid-Life*. Kerry is a columnist and regular contributor to *The New York Times* and AARP's Work and Jobs Expert. She is an entrepreneurship and personal finance expert columnist at the PBS website NextAvenue.org and Forbes.

DIANE HARRIS

Editorial Director, CONSIDERABLE



Diane Harris is the editorial director of Considerable, a website for people who are redefining what it means to get older. An award-winning journalist, Harris was previously the editor-in-chief of *Money Magazine*. Her work has additionally appeared in *Forbes*, *Next Avenue*, *Real Simple*, and *AARP the Magazine*.

MARY HAYNES

Chief Executive Officer, NAZARETH HOME



Previously a psychiatric nurse and administrator, Ms. Haynes was part of a longterm care group engaged in developing specialized nursing centers for Alzheimer's care in the early 1990s. Her work in this area led her to serve on the board of the Alzheimer's Association and the Hospice of Owensboro in Kentucky. As CEO of the Nazareth Home in Louisville, Kentucky, since 2001, Ms. Haynes is an active advocate for innovation in longterm care.

DAN HERMANN

President and CEO, ZIEGLER



Dan Hermann joined Ziegler in 1987 and was named President and CEO in 2018. He also is the Head of Investment Banking, a member of the Ziegler Board and Executive Committee. Dan focuses on fostering the growth of the firm while always pursuing new opportunities.

DR. BRIAN HOLZER

President, KINDRED INNOVATIONS, Founder and CEO, LACUNA HEALTH



Dr. Brian Holzer is a senior physician executive serving as President of Kindred Innovations and the founder and CEO of Lacuna Health, which is a wholly owned subsidiary of Kindred Healthcare. Brian is a frequent speaker in the area of post-acute care and population health. In 2018, Brian was recognized by Health Data Management as one of the 30 top chief innovation officers at healthcare organizations as well as being selected to the "Council of 33" by the Healthcare Innovators Professional Society (HIPS).

JOHN HOPPER

Chief Investment Officer, THE ZIEGLER LINK•AGE LONGEVITY FUND, LP



John Hopper is the Managing Director of Link•Age Ventures which invests in venture firm companies that provide products, services, and technology to the aging marketplace. Link•Age Ventures is a wholly owned subsidiary of Link•Age, Inc. John is also the Founder and Partner of Silverstone Advisors — Blackbird Capital Group, a boutique investment banking firm.

ERNIE IANACE

Senior Vice President Sales and Marketing, VITALTECH INNOVATIONS



Mr. Ianace has over 30 years of extensive sales, marketing, and management experience. He has held executive positions at Siemens, Efficient Networks, Tipping Point, 3Com Corp, NoMagic, and Sensogram. Mr. Ianace has spent the last 5 years helping to develop a senior health and safety smart watch and a comprehensive senior care platform called VitalCare.

MATT ISOLA

Co-Founder, LONGEVITY LABS; Founder, GENERATION EXCHANGE



Matt Isola is the Co-Founder of Longevity Labs. During the completion of a Masters Degree in August, Matt founded a nonprofit called the Generation Exchange that empowers adults through one-on-one technology mentoring with college students.

VIJETH IYENGAR, Ph.D.

Brain Health Lead, Administration for Community Living, Technical Advisor to the Deputy Assistant Secretary for Aging, HHS



Dr. Vijeth Iyengar serves as the Brain Health Lead, and Technical Advisor to the Deputy Assistant Secretary for Aging at the U.S. Administration for Community Living.

OZ KRAKOWSKI

Co-Founder and CMO, KYTERA



Oz oversees business development, marketing and sales and is responsible for Kytera's U.S. operations. Oz brings business acumen with extensive experience working with customers worldwide, and growing sales accounts to \$10Ms.

ROBERT KRAMER

Founder and Strategic Advisor, NATIONAL INVESTMENT CENTER FOR SENIORS HOUSING & CARE (NIC)



Mr. Kramer, a frequent writer and speaker on trends in seniors housing, post-acute and longterm care, directed NIC from its inception in 1991 until July 2017. A former county government official and Maryland state legislator, Mr. Kramer was educated at Harvard and Oxford Universities and holds a Master of Divinity degree from Westminster Theological Seminary.

JILL LESSER

President, WOMENAGAINSTALZHEIMER'S



Jill is President of Women-Against-Alzheimer's, a Network of UsAgainstAlzheimer's. In that role she leads a campaign to find, fund, and implement a cure for Alzheimer's with a focus on the impact on women. Lesser also serves as Chief Strategy Officer and a member of the UsAgainstAlzheimer's board. She is

Speaker Bios

a co-founder of the Global Alliance on Women's Brain Health and has been as a caregiver for her mother, who suffers from Alzheimer's, since 2007.

JUSTIN LIN

Founder and CEO, Envoy



Justin Lin is Founder/CEO of Envoy (helloenvoy.com), the tech-enabled elder concierge platform empowering older adults to maintain independence at home while bringing relief and peace of mind to family caregivers who are balancing career, kids, and caring for elder loved ones. Envoy is a venture-backed startup based in San Francisco. Justin is a serial entrepreneur with 15 years experience in consumer internet and healthcare startups including Mamapedia, TeamSphere Interactive, and Athenahealth. He holds a Computer Science degree from Harvard University.

DAVID LINDEMAN, Ph.D.

Director of the CITRIS Health Initiative, UC Berkeley



David Lindeman, Ph.D., is Director Health, Center for Information Technology Research in the Interest of Society and the Banatao Institute (CITRIS) at UC Berkeley, and Director, Center for Technology and Aging (CTA) and has worked in the field of aging for nearly 40 years as a health services researcher, gerontologist, and technologist.

DR. JOHN LOUGHNANE

Chief of Innovation, COMMONWEALTH CARE ALLIANCE



Dr. John Loughnane serves as Chief of Innovation at Commonwealth Care Alliance (CCA) and Winter Street Ventures (WSV). A nationally-recognized thought leader in the care of dual-eligible patients, his work is focused on improving care quality and access by leveraging the IoT and voice-first technology to create medically connected homes.

AARON MCPHERSON

Vice President of PACE, INSTITUTE ON AGING



Aaron McPherson is the Vice President of PACE (Program of All-Inclusive Care for the Elderly) for Institute on Aging in San Francisco. He brings his clinical knowledge of the rehabilitation arena to approaching innovative ways to care for the aging population. As a physical therapist and operations leader in the healthy aging in place arena, Aaron drives change by focusing on the social determinants of health and how innovative technologies and processes contribute to promoting safe and fulfilling aging.

MARY MITTELMAN

Director, NYU ALZHEIMER'S DISEASE AND RELATED DEMENTIAS FAMILY SUPPORT PROGRAM



Mary S. Mittelman is the director of the NYU Alzheimer's Disease and Related Disorders Family Support Program. She was Principal Investigator of a randomized controlled trial of the NYU Caregiver Intervention (NYUCI),

funded for 20 years by the National Institutes of Health. The study demonstrated that individual and family counseling can improve the well-being of family caregivers and thereby help them to postpone nursing home placement of their relatives with dementia. A model of the potential cost savings associated with the NYUCI led directly to funding of caregiver support programs throughout New York State, including the one directed by Dr. Mittelman at NYU.

ALEXANDRA MOREHOUSE

Chief Marketing Officer, BANNER HEALTH



Alexandra Morehouse is Chief Marketing Officer for Banner Health, a \$10 billion integrated health system. She previously held CMO roles at American Express, Charles Schwab, Kaiser Permanente, and AAA.

MARK MOUNTEL

Director of Technology & Procurement Solutions, LIFE ENRICHING COMMUNITIES



Mark is the Director of Technology & Procurement at Life Enriching Communities (LEC) in Cincinnati. He provides technology vision and leadership by working with all stakeholders to plan, procure, and implement systems/software that increases resident satisfaction and enhances clinical and business operations to achieve an integrated and cost beneficial enterprise-wide IT operation.

JIM MURPHY

Vice President, Medicare & Retirement, UNITEDHEALTHCARE



Jim Murphy leads Innovation Strategy on behalf of UnitedHealthcare's Medicare & Retirement division. Jim has over 20 years of experience in product development and marketing of highly regulated products and services—with a focus on health care solutions for the 50+ population.

JAY NEWTON-SMALL

CEO and Founder, MEMORYWELL



Jay Newton-Small is CEO and Founder of MemoryWell, a digital platform for elder storytelling. Previously, Newton-Small was a correspondent for *TIME Magazine*, where she remains a contributor. She also authored the 2016 best-selling book, *Broad Influence: How Women Are Changing the Way America Works*.

MARTIN NG

Global Chief Information Officer, SODEXO HOME CARE



Martin Ng became Global Chief Information Officer (CIO) of Home Care Domain in February 2016. He has provided strategic direction and leadership to the Information Systems and Technology (IS&T) team. Known for his strong people development skills, Martin has been a valued employee of Sodexo since 2001, working in variety of IS&T, Finance, and Operational roles. In these roles, he has accumulated a wide knowledge of design/development, and

deployment of operation optimization systems and customer-facing technology.

JAKE NICE

Principal, NATIONWIDE VENTURES



Prior to joining Nationwide Ventures, Jake was an early employee at Avant, a leading FinTech consumer lending platform. While at Avant, Jake led the early development of multiple customer acquisition channels and later helped to launch the Powered by Avant product. Jake began his career as an investment banking analyst in New York City at BMO Capital Markets in the US Debt Capital Markets group. Jake received his BBA in Finance from Villanova University.

AMY OLMSTED

Director of Corporate Initiatives, ALZHEIMER'S ASSOCIATION



Amy Olmsted is the Director of Corporate Initiatives for the Alzheimer's Association, the world's leading voluntary health organization in Alzheimer's care, support, and research. In her role, she develops custom marketing programs between for profits and the Alzheimer's Association to create mutually beneficial partnerships.

SCOTT PEIFER

Founder and Principal, CHANGEAGENT



Scott Peifer is Founder and Principal at ChangeAGENTS. Leveraging over 20 years of experience in the aging services field — from public policy to innovation and technology — Scott is helping organizations better achieve their mission through enacting change, innovation, and strategic partnerships.

MICHAEL PHILLIPS

Director of Technology Strategy Integration, AARP



Michael Phillips is the Director of Technology Strategy Integration at AARP and is dedicated to supporting AARP's important social mission through technology. Michael has led internal and external technology initiatives at AARP for over 15 years, including technology industry partnerships, community programs, IT strategy, and championing innovation.

LOLA RAIN

Director of Digital Media, ESKATON



With two decades of marketing experience, Lola creates integrated branding campaigns using TV, radio, billboards, print, and digital with measurable results. A passion for PR keeps her motivated to educate large populations through partnerships with local media, nonprofits, and government agencies. Lola's favorite storytelling medium is short format video. One award-winning video she produced received over 100,000 views across multiple platforms during a three month campaign.

Speaker Bios

KEVIN RIDDLEBERGER

Co-Founder and Chief Strategy Officer,
DISPATCHHEALTH



Kevin Riddleberger is the Co-founder and Chief Strategy Officer at DispatchHealth. Kevin has been a board-certified physician assistant for over a decade and has a tremendous passion for redefining healthcare delivery through technology, process, and quality improvement. A rapidly scaling Denver-based company, DispatchHealth offers on-demand mobile urgent care services, delivered in the home, senior care facility, or office.

SHERI ROSE

Executive Director, THRIVE CENTER, INC.



Sheri started her second career after retiring from AT&T where she held positions in Regulatory and as Director of Sales for the Government, Education, and Medical markets. Upon retiring from AT&T, Sheri became a partner at Commonwealth Leverage, a consulting firm specializing in healthcare business development. In 2014 she was recruited to join InnovateLTC as Chief Operating Officer and left in November 2015 to establish the not for profit innovation center focused on wellness and aging, known as the Thrive Center.

BRIAN SCHULMAN

Director of Business Development,
INTUITION ROBOTICS



Equipped with his LivingSocial experience and an MBA from Emory's Goizueta Business School, Schulman joined SoftBank Robotics to lead North American sales and partnerships for Pepper and NAO, the humanoid robots. Realizing that there is a huge opportunity to leverage social companion technology to redefine the experience between humans and machines, he recently joined Intuition Robotics helping bring their first proactive companion, ElliQ, to market.

CARRIE SHAW

CEO and Founder, EMBODIED LABS



Carrie Shaw works at the intersection of health education and virtual reality storytelling. She is the CEO and Founder of Embodied Labs, an immersive education and wellness platform for professional and family caregivers and the elders they serve.

SHERWIN SHEIK

President, CEO and Founder, CARELINX



Sherwin Sheik founded CareLinx after witnessing his family's struggles with finding and managing care for his sister who has MS, and his uncle who had ALS. CareLinx is a nationwide professional caregiver marketplace, empowering families to easily find, hire, manage, and pay caregivers who match their specific needs and budget online.

TODD SMITH

CEO and Founder, MYFAMILYCHANNEL



Todd Smith is an artist-entrepreneur. Passion for art, technology, big challenges, and the startup culture. Founder and CEO of myFamilyChannel, a communication platform that is custom-built for seniors to interact and engage through their television, designed to reduce social isolation and loneliness through a technology experience that is intuitive and non-threatening.

NIGEL SMITH

Director of AARP Innovation Labs, AARP



Nigel Smith is the Director of AARP Innovation Labs. AARP's inaugural innovation lab is the Hatchery—a 10,000+ square foot structure in the heart of Washington, D.C., where breakthrough innovation is fostered, incubated, and accelerated. In this role, Nigel is responsible for developing a pipeline of startups with transformational solutions that help 50+ consumers live their best lives. He is responsible for managing Hatchery Ventures, a first-of-its-kind platform for AARP where high potential disruptive startups are invited to co-create scalable solutions for the 50+ consumer with AARP. Nigel also fosters relationships with academic institutions, incubators, accelerators, and startup communities in targeted geographies throughout the USA, and manages the day-to-day operations of the Hatchery.

SHERRI SNELLING

Writer, Author and CEO, CAREGIVING CLUB



Sherri Snelling is Founder/CEO of Caregiving Club, a strategic consulting, communications, connections, and content company focused on supporting the nation's 65 million family caregivers. She is the author of *A Cast of Caregivers—Celebrity Stories to Help You Prepare to Care* and is a contributing columnist on caregiving for PBS Next Avenue, Forbes.com, *Huffington Post* and *USA Today*. Sherri has done work for AARP, Keck Medicine of USC, UnitedHealthcare, LifeCare, CareLinx, First Republic, and QVC. Sherri was the chairman of the National Alliance for Caregiving and is currently a board member of the Alzheimer's Association—Orange County chapter. She also serves as ambassador for the Caregiver Monday campaign and is a nationally sought speaker.

RAY SPOLJARIC

Co-Founder and CEO, ALOE CARE HEALTH



Ray Spoljaric is the Co-founder and CEO of Aloe Care Health, the smart technology platform for eldercare. With voice-powered emergency response and AI-driven care management, Aloe Care Health is re-inventing the \$7.5B personal emergency response market. Before Aloe Care Health, Ray worked at the intersection of financial services and technology with Bloomberg and State Street. Ray graduated from the University of Delaware and lives in New York City with his wife and their three children.

PAUL STICH

Chief Operating Officer, COUNTABLE



Paul Stich is the COO of Countable, the leading platform and newsroom that empowers audiences to engage deeply and drive action. He has been CEO of several successful cybersecurity companies, Counterpane (acquired by British Telecom), Dasient (acquired by Twitter), and Appthority (acquired by Symantec) and is also a member of the faculty at Saint Mary's College where he teaches Entrepreneurship.

MARYANNE STERLING

Executive Vice President, LIVPACT



MaryAnne Sterling is EVP, Caregiver Experience, at Livpact. She was a caregiver and healthcare advocate for her parents for 20+ years. She is a renowned speaker and educator on Alzheimer's disease and family caregiving issues.

CHRISTINA TAMAROGGIO

Innovation Marketing Manager, AARP
INNOVATION LABS



Christina Tamaroglio is an Innovation Marketing Manager at AARP Innovation Labs where she develops go-to-market strategies for new products and services created in the Lab. Over the past decade, Christina has spearheaded social media, digital, and experiential marketing initiatives for everything from small businesses to global brands.

DR. PRENTISS TAYLOR JR.

Vice President for Medical Affairs, DOCTOR
ON DEMAND



Prentiss Taylor Jr., MD, has more than 20 years of experience in Medicare Advantage, preventive medicine, medical management, e-health, quality improvement, and health care leadership. He currently serves as Vice President of Medical Affairs at Doctor On Demand, the leading innovative national telemedicine company. He is also a proud member of AARP.

JEFF TIDWELL

CEO and Co-Founder, NEXT FOR ME



Jeff Tidwell is the CEO and Co-founder of Next For Me. Next For Me connects and inspires our generation to evolve our post-50 lives through new work, a new purpose, or a new social contribution. The company sells research and access to the vital demographic through its events, newsletters, and content platforms.

Speaker Bios

PASCAL TYRRELL

Chief Science Officer, AceAge



Pascal Tyrrell is the Chief Science Officer of AceAge, a healthcare technology company that creates intuitive products to ease the aging process. Pascal is a data scientist with a background in epidemiology and a university professor. His current focus is the clinical validation of KARIE—a healthcare companion that organizes and delivers medication.

JIM VANDAGRIFFT

Chief Executive Officer, PREFERRED COMMUNITY HEALTH PARTNERS (PPHP)



Jim's passion for impacting the lives of others continues to keep his eyes on developments in health care with his primary focus on the post-acute continuum and in recent years the social determinants of health. Through Preferred Population Health Management (PPHM), which Jim formed to develop a cloud-based population health software platform (PHL), Jim believes he can not only positively impact those most vulnerable, the elderly and the frail, but help the community-based organizations whose mission it is to serve them. Jim is also Co-CEO leading the development of the first national provider network dedicated to addressing SDOH, Preferred Community Health Partners (PCHP), to contract at the enterprise level with managed care organizations and utilize the aging and disability network to impact care for complex patients by providing Care Transitions and Complex Care Coordination.

RYAN A. WEBSTER

Director of Finance & Operations, CABHI



Ryan is a Director and founding contributor to the first of its kind—Centre for Aging + Brain Health Innovation (CABHI)—a solution accelerator focused on driving innovation in the aging and brain health sector. He is also a Director at the prestigious—Rotman Research Institute (RRI)—one of the world's most acclaimed research centres for the study of human brain function.

DR. WIN WHITCOMB

Chief Medical Officer, REMEDY PARTNERS



Win Whitcomb, MD, MHM, is chief medical officer of Remedy Partners, an 'episodes of care' company, where he oversees all aspects of the clinical enterprise, and the intersection between clinical, technology, and business areas. A practicing hospitalist for the past twenty-five years, Win has led the growth of the hospital medicine specialty since 1994, when he assumed leadership of the nation's first 24/7 on-site hospitalist program. In 1996, he founded the Society of Hospital Medicine and co-led the organization until 2000.

DR. JERRY WILBORN

Chief Executive Officer, GAPS HEALTH



Dr. Jerry Wilborn is a pulmonary critical care physician with over 20+ years of experience in post-acute care. He's started and built out several successful post-acute practices and is currently CEO of GAPS Health.

GEORGE YEDINAK

Founder and Publisher, SENIOR HOUSING NEWS



George Yedinak is the founder of Senior Housing News and Executive Vice President of Aging Media Network, Inc. Senior Housing News (SHN), founded in 2008, covers daily news and insights into the business of senior housing and senior living. SHN delivers news to over 30,000 professionals and additionally serves other aging related industries through its publications such as Home Health Care News, Reverse Mortgage Daily, and Skilled Nursing News.

DR. CHARLOTTE YEH

Chief Medical Officer, AARP SERVICES, INC.



Dr. Charlotte Yeh is the Chief Medical Officer for AARP Services, Inc. In her role, Dr. Yeh works with the independent carriers that make health-related products and services available to AARP members, to identify programs and initiatives that will lead to enhanced care for older adults. Dr. Yeh has more than 30 years of healthcare experience—as a practitioner and Chief of Emergency Medicine at Newton-Wellesley Hospital and Tufts Medical Center, as the Medical Director for the National Heritage Insurance Company, a Medicare Part B claims contractor, and as the Regional Administrator for the Centers for Medicare and Medicaid Services in Boston.

JACK YORK

President and Co-Founder, IT'S NEVER 2 LATE



Jack York is co-founder of It's Never 2 Late (iN2L), a company dedicated to helping older adults realize the full benefits of adaptive technology. Originally, Jack did not envision iN2L as a business; the impetus for what became the company was a philanthropic idea—to donate computers to assisted living communities and nursing homes in Southern California.



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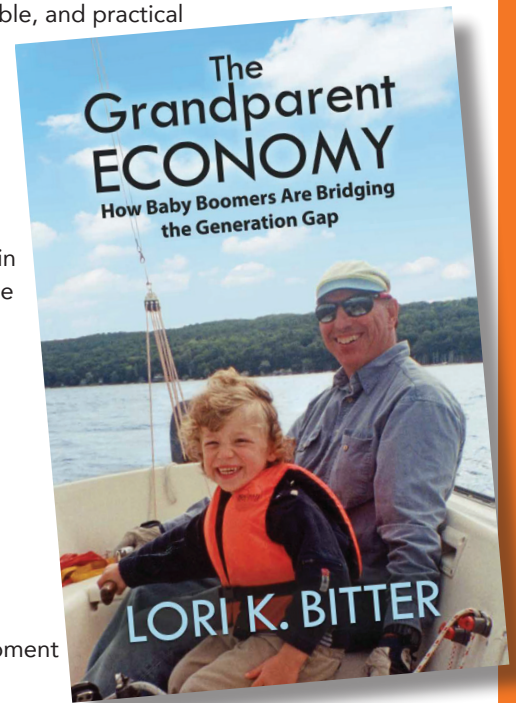
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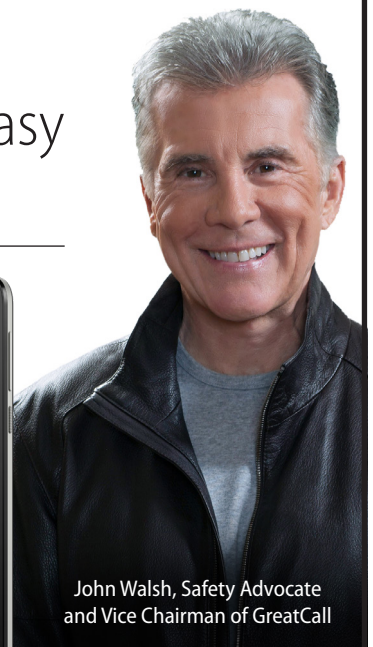
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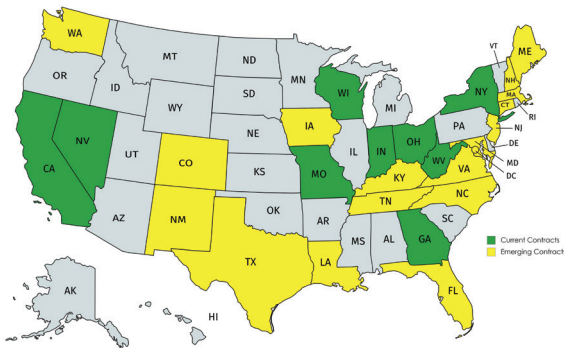




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PCHP, LLC is the brainchild of Jim Vandagriff, founder & CEO, Preferred Population Health Management, and Connie Benton Wolfe, President and CEO, Aging & In-Home Services of Northeast Indiana, Inc. They, and their respective organizations, have brought together the skills and tools as a single contracting entity for Managed Care Organizations (MCO) to provide services to their members statewide or across multiple state borders.



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