

what's
next

LIVING LONGER, BETTER, SMARTER

A discussion focused on the intersection of technology, longevity, and aging.

Hosted by Mary Furlong & Fred Fishkin



MARY FURLONG
and ASSOCIATES
Intelligence • Insight • Impact

Extend your reach to a growing audience of consumers and entrepreneurs through these monthly podcasts.

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THE PODCAST

New this fall, What's Next: Living Longer, Better, Smarter podcasts feature interviews with leaders making a difference in helping people live better and longer. Join us for in-depth discussions with the people behind the products and ideas that have the potential to really matter.

Sponsors have been secured for the remainder of 2020, but we are now accepting applications to sponsor our 2021 podcasts.



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HOSTS MARY FURLONG & FRED FISHKIN



Mary is the President and CEO of Mary Furlong & Associates, and is a leading authority on the longevity marketplace. She is an author, educator, and serial entrepreneur, and she has helped to guide the business and marketing strategies of leading corporations, emerging companies and nonprofits.



Fred is an award-winning journalist who has worked with CBS Radio, Bloomberg and NPR, and has hosted a long-running daily radio and online report on consumer technology. He also works with Princeton University and the faculty chair of autonomous vehicle engineering on a regular podcast focused on using technology to provide mobility for all.



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DISTRIBUTION



The podcast is distributed widely. Look for it on one of the following channels:

- Anchor.fm
- Spotify
- Google Podcasts
- Apple Podcasts
- Overcast
- Pocket Casts
- RadioPublic

Video recordings of some podcasts are available on YouTube.

PREVIOUS PODCASTS

Visit <https://anchor.fm/livinglongerbetter smarter> to view our inaugural podcast, entitled *Gail Sheehy...a reporter's life well lived*. Guests Ciji Ware and Sherri Snelling and Mary remember their remarkable friend.



Gail Sheehy



Sherri Snelling



Ciji Ware

The best selling author and journalist died August 24 from pneumonia complications.

PREVIOUS PODCASTS

September's podcast focused on Telehealth trends and solutions. Telemedicine has gone mainstream in a hurry during the Coronavirus pandemic, but there are still many questions. Helping to provide answers are **Dr. Prentiss Taylor**, Doctor on Demand VP of Medical Affairs, **Grant Chamberlain**, Managing Director in the Corporate Finance and Healthcare practice at Ziegler, and **Ernie Ianace**, VitalTech Executive VP of Sales and Marketing. And then we are joined by two people with first hand experience as patients, Pat Stenson and her 99 year old mother, Jean.



Prentiss Taylor



Grant Chamberlain



Ernie Ianace

2020 PODCAST SCHEDULE

September: Telemedicine—in the midst of a pandemic, many have been avoiding regular doctor visits. What role can telemedicine play? What can you expect as a patient?

October: 2020 Vote—Election Day is fast approaching. Should you vote in person? What are the realistic dangers? Where can you turn for information? What you should know.

November: Technology Solutions for Social Isolation—How can technology help to combat isolation and help bring distanced families closer, from electronic pets to virtual togetherness?

December: Gadgets—What technology gadgets can make easier—and make great gifts.

SPONSORSHIP OPPORTUNITIES

Join us as a podcast sponsor and be recognized at the top of the podcast. Sponsorships are available on a first-come basis at the following levels.

- What's Next Platinum and Gold sponsors can sponsor a podcast at no cost.
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- Sole podcast sponsors can sponsor at \$5,000 (exclusive) or \$2,500 (one other sponsor).

WHY SPONSOR WHAT'S NEXT PODCASTS?

Position your company as a leader and innovator in the longevity and technology markets

INVESTMENT BENEFITS:

- **GAIN** greater visibility among consumers and entrepreneurs with an interest in longevity and technology innovations
- **PRESENT** your innovative solutions to a wide audience that cares about the longevity market and available solutions
- **PROMOTE & POSITION** your brand to a growing group of listeners in the longevity space
- **BENEFIT** from speaking opportunities by sharing your insights with influential leaders in the longevity market

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CONTACTS

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