

# AGING in MASSACHUSETTS



*Shaping the Future*

**Governor's Council to Address Aging in  
Massachusetts  
Innovation Workgroup Plan  
26 April 2018**

## Charge

- Consider how technology and innovation can enhance the work and initiative of all workgroups
- Consider how MA can become the Silicon Valley for innovative technology, products and services related to aging

## Deliverables

- Recommend and develop an Innovation Agenda for Aging in MA
- Recommend 2 – 3 initiatives and implementation plan that leverages technology, innovation, and/or new partnerships to:
  - Improve transportation
  - Support caregivers
  - Increase engagement
  - Reduce isolation

## Members

Ger Brophy  
*Head of Cell Therapy*  
*GE Healthcare*

Joseph Coughlin  
*Director*  
*MIT AgeLab*

Thomas Grape  
*Founder, Chairman, CEO*  
*Benchmark Senior Living*

## On how new technology or novel approaches to service delivery innovation can enhance your Working Group's initiatives...

- *"technology and innovation should be present in our work embedded so that we are not only addressing current needs but also approaching solutions systemically"*
- *"dynamically curated (credentialed?) marketplace of available resources...technologies that allow remote caregivers to connect to both their loved ones and to providers of the care"*

## On how we can help...

- *"recommending changes to the Uber/Lyft type rides to make more senior friendly"*
- *"serve as a resource to the other committees and inform emerging ideas and/or suggest solutions to issues we are addressing"*

## On what challenges should be given priority...

- *"more ways to support caregivers...affordability"*
- *"community transportation"*
- *"many single point technology solutions in the market but how each could assist caregivers with what it the management of chronic disease in a holistic way is unknown"*

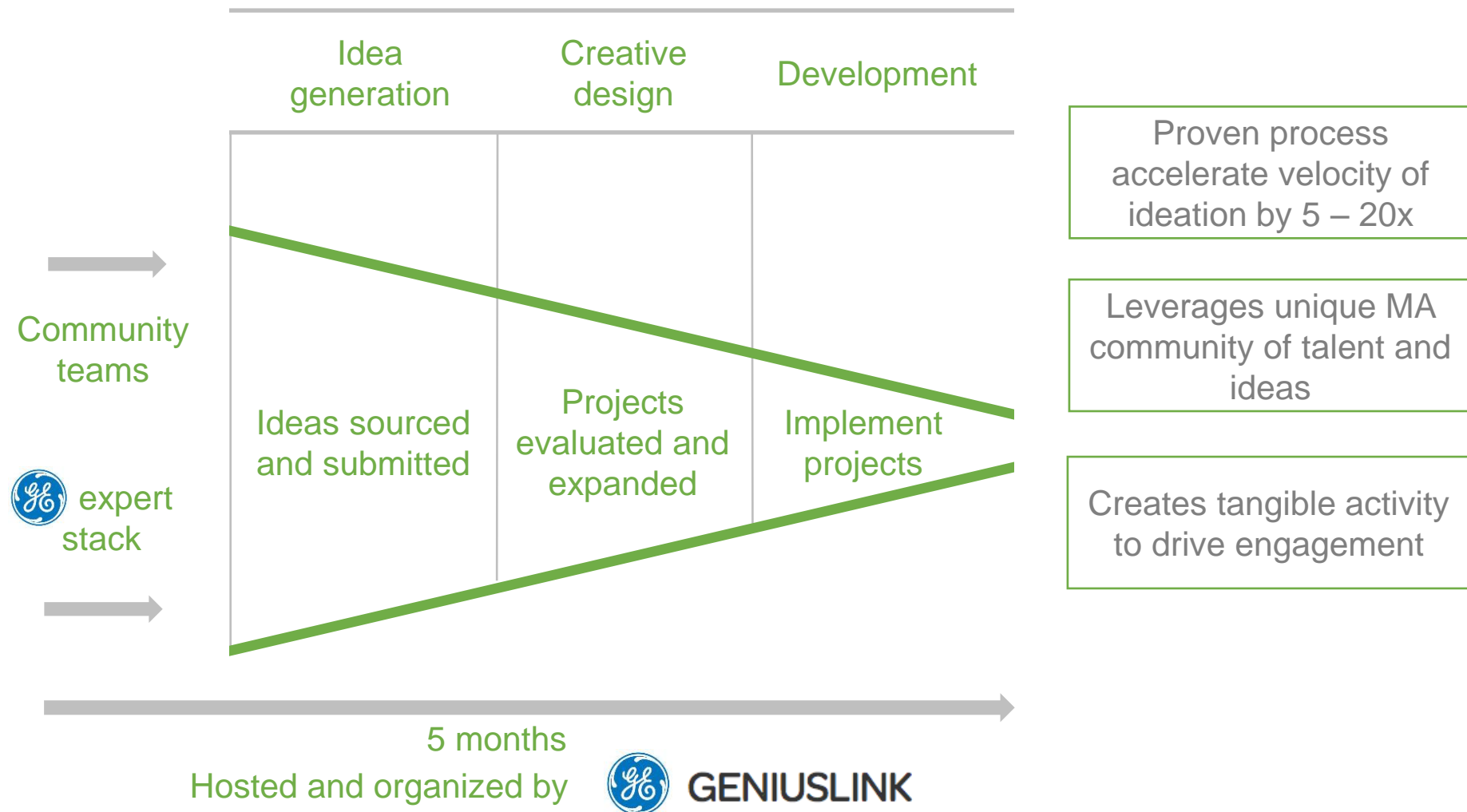
## On initiatives that the Commonwealth should pursue...

- *"innovation sometimes feels like a luxury when critical to get the basics right...solutions we pursue should embed innovation"*
- *"how to have innovation that maps to caregivers where they are on their respective journeys"*
- *"actionable data must be considered in the context of consumer-oriented care planning as well as the progression of conditions and functioning status"*

# Envisioning the potential to become the global longevity economy hub

Ideas and technology from SMEs, universities, and industry	Grand challenge to drive engagement and profile	Prototype tech / service experience	Work with channel partner
<ul style="list-style-type: none"><li>▪ Seek and cultivate ideas that exhibit market promise</li><li>▪ Value equity and accessibility</li><li>▪ Leverage unique MA resources</li></ul>	<ul style="list-style-type: none"><li>▪ Stimulate ideas in various domains</li><li>▪ Lightning rod event</li><li>▪ Agenda-setting</li><li>▪ Tangible activity</li></ul>	<ul style="list-style-type: none"><li>▪ Provide user and design expertise</li><li>▪ Help achieve product / market fit</li><li>▪ Facilitate testing</li></ul>	<ul style="list-style-type: none"><li>▪ Provide trust</li><li>▪ Credible source and network</li><li>▪ Provide reach / distribution</li></ul>

# Grand challenge: an initiative to drive collaboration and innovation in aging



## Global Longevity Economy Hub

- Advisory Board of companies, NGOs, advocates, researchers, public decision-makers
- IP, funding and cost-sharing would be facilitated through organization for smaller firms or larger firms seeking JVs and partnerships
- Hub organization would capture an 'innovation exaction fee' that would distribute funding into three buckets:
  - Company developing the product/service
  - Commonwealth subsidy for low income
  - Operating costs
- Potential to become self-sustaining organization to attract new ideas and capital
- Opportunity to involve local academic and healthcare organizations, as well as sovereign funds investing in aging

## Phase I

- Develop internal due diligence process of other working group ideas
- Consider breakfast / seminar series to educate Council
- Research structures for Grand Challenge competition and problem statements

## Phase II

- Introduce internal due diligence process and breakfast / seminar series
- Announce and organize Grand Challenge competition
- Research potential strategic outcomes, structures, and partners for the Global Longevity Economy Hub

## Phase III

- Launch Global Longevity Economy Hub
- Announce winners of the Grand Challenge competition