

LTC Tech Summit

Session #2: Alzheimer's and Dementia Tech

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Alzheimer's and Dementia Tech

Moderator: John O'Leary
President, O'Leary Marketing Associates LLC

LTC TECH SUMMIT
Sunnyvale CA
November 7, 2019

Context

Loss of Cognitive Function is the Number 1 fear of seniors over the the age of 65

Alzheimer's and related conditions are the Number 1 reason for Long-term care claims

Unfortunately, despite many attempts and significant investment, there is no known cure for Alzheimer's

Speakers

Elli Kaplan

Co-Founder and CEO

Neurotrack

Anitha Rao

Founder and CEO

Neurocern

Jay Newton-Small

Co-Founder and CEO

Memory Well

Session Agenda

Neurotrack

- Early assessment and treatment for memory loss and related diseases like Alzheimer's
- <https://www.neurotrack.com>

Neurocern

- Using predictive analytics and AI to better evaluate and manage cognitive claims
- <https://neurocern.com>

Memory Well

- Digital life stories, timelines, and caregiver tips to increase caregiver engagement and family satisfaction
- <https://www.memorywell.com>

neurocern 

Neuroinformatics Platform Overview

Dr. Anitha Rao
CEO, Founder
Board-Certified Neurologist

neurocern[®]



Mission

Leverage medical insights to improve the longevity and quality of life for people with dementia and other neurological conditions worldwide.

Vision

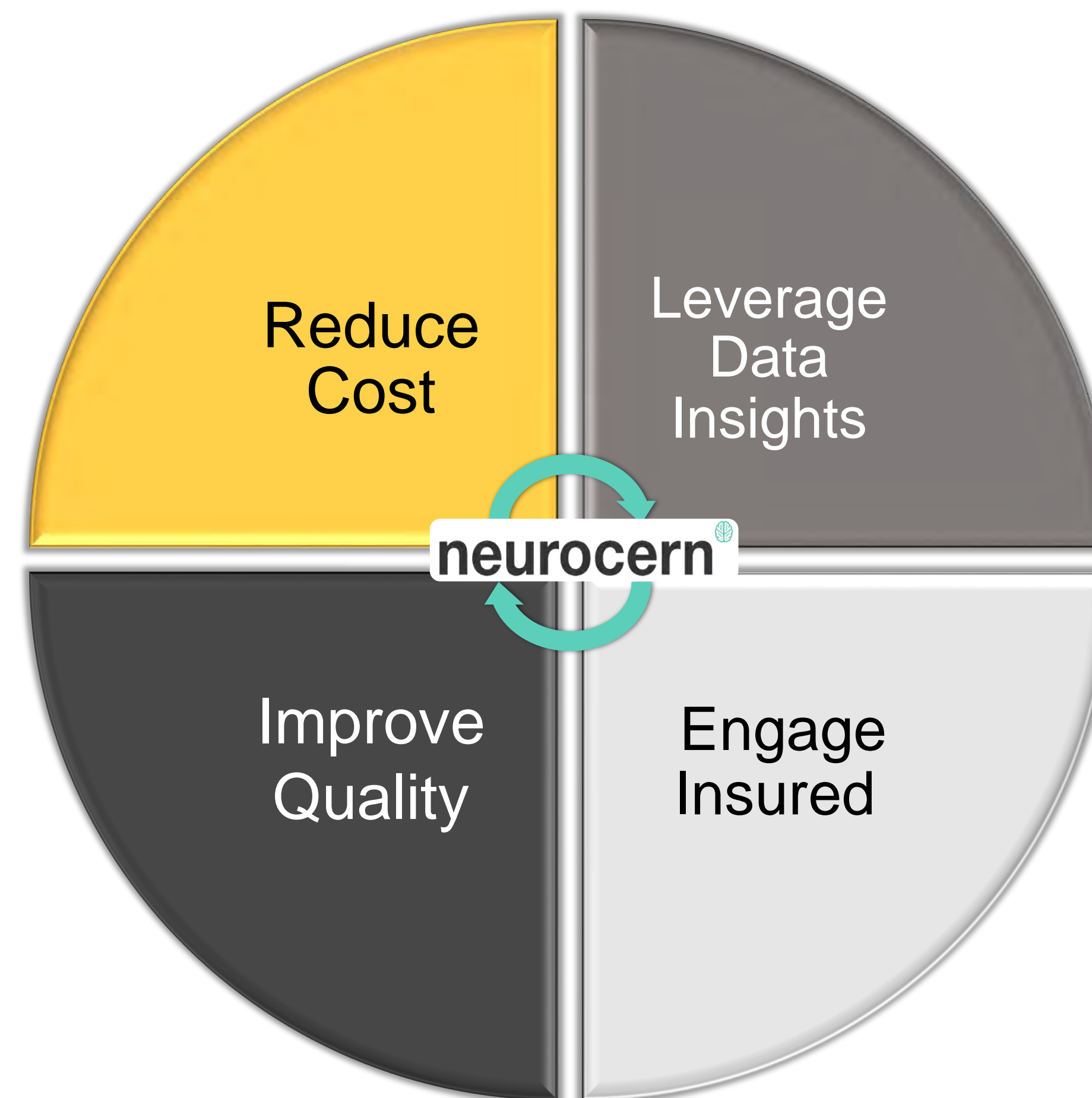
Utilize technology to help accurately assess people with neurological conditions, provide tools and data for aging in place and discovering cures for neurodegenerative diseases.

Neurocern Partnership Goals

LTCI Best Practices in Care

Application of medical guidelines and evidence-based protocols to qualify insureds for long-term care benefits as defined by LTCI policy language:

- Irreversible
- Severe
- Chronic Illness/Cognitive Impairment
- Substantial Supervision





memorywell

Your story, well told.

Jay Newton-Small, CEO & Founder (202) 460-0424 jay@memorywell.com

THE PROBLEM

Current standards of care are inadequate

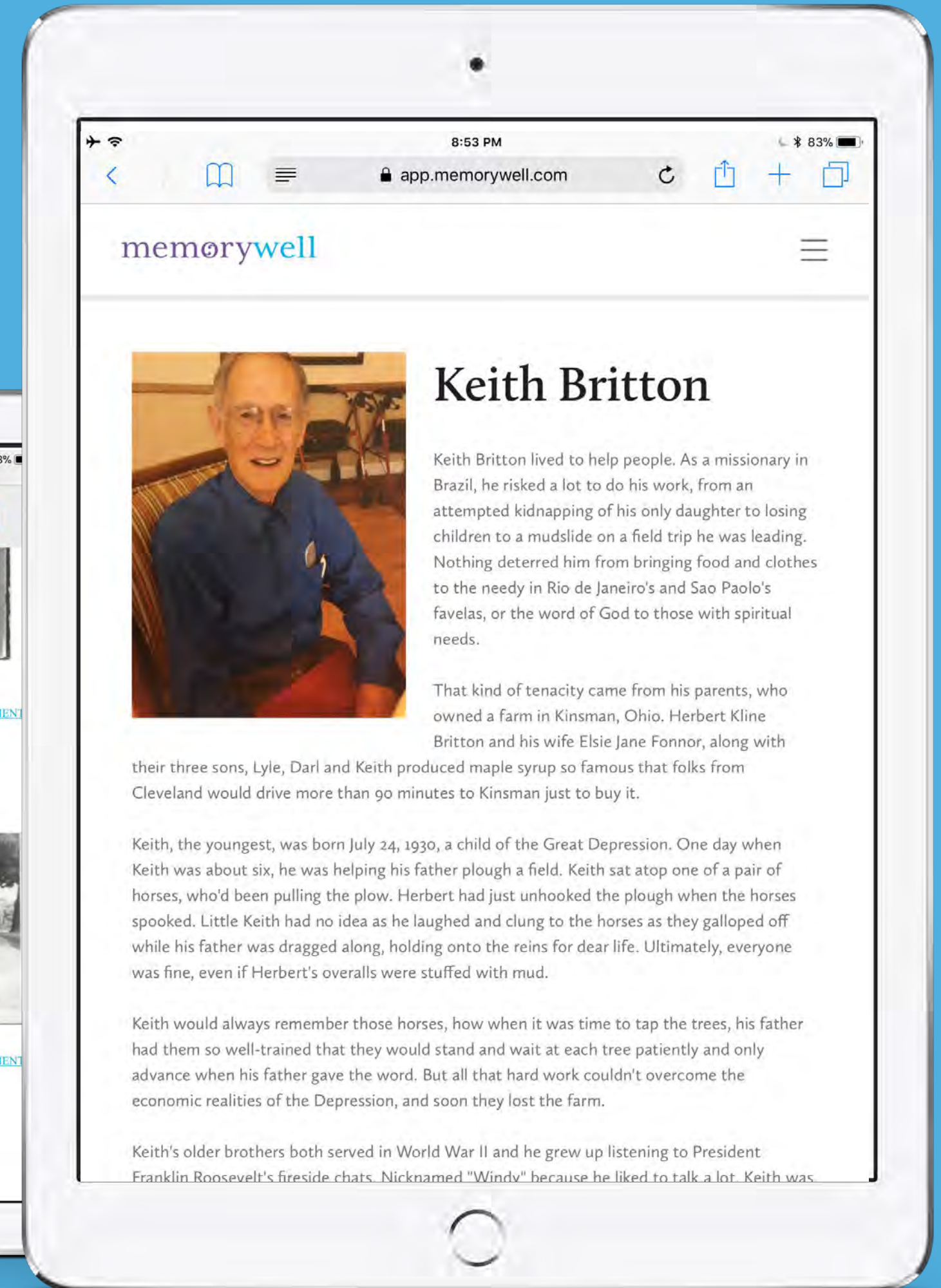
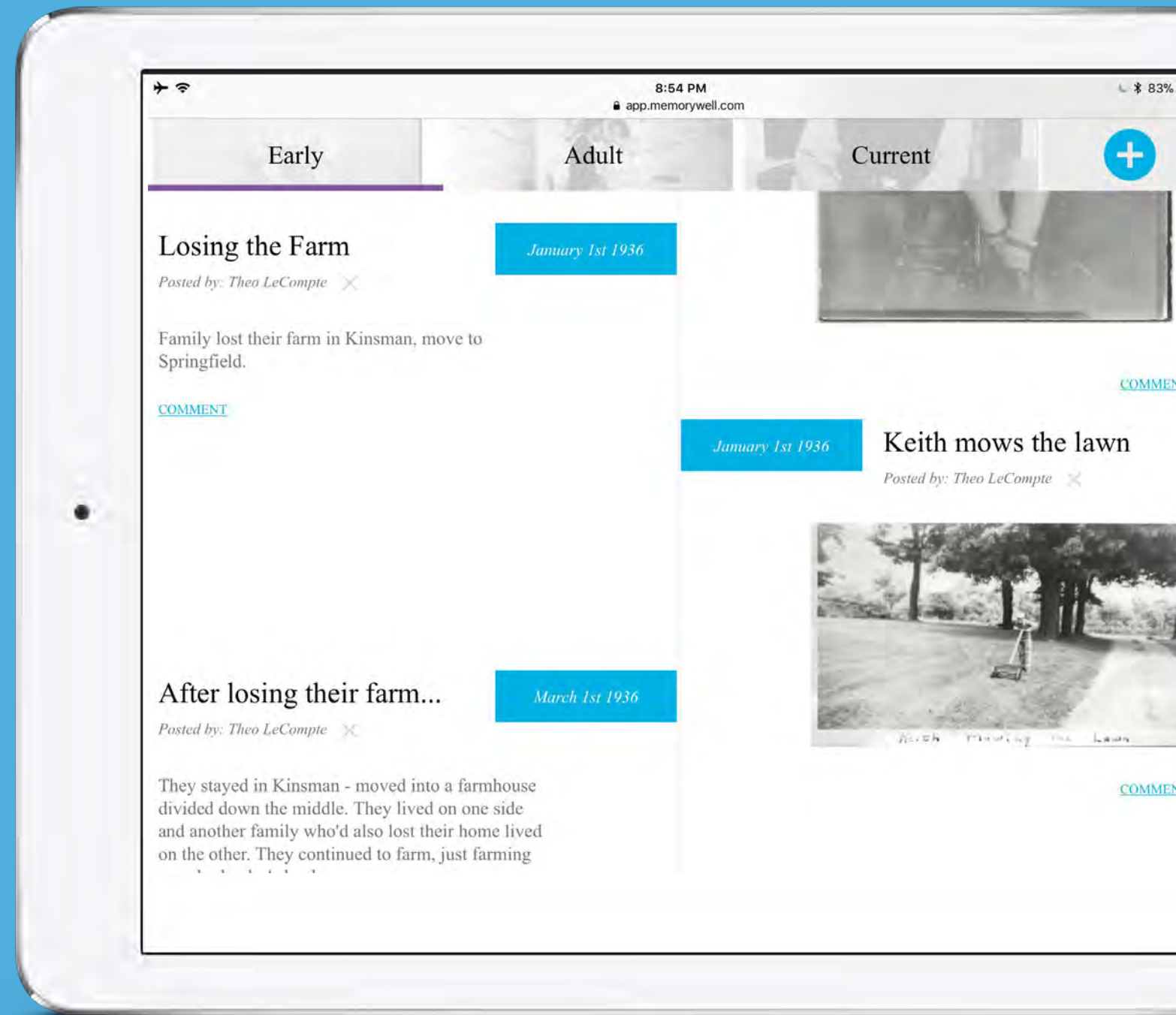
- ③ Overworked staff
- ③ Families feel guilty
- ③ 55% staff turnover



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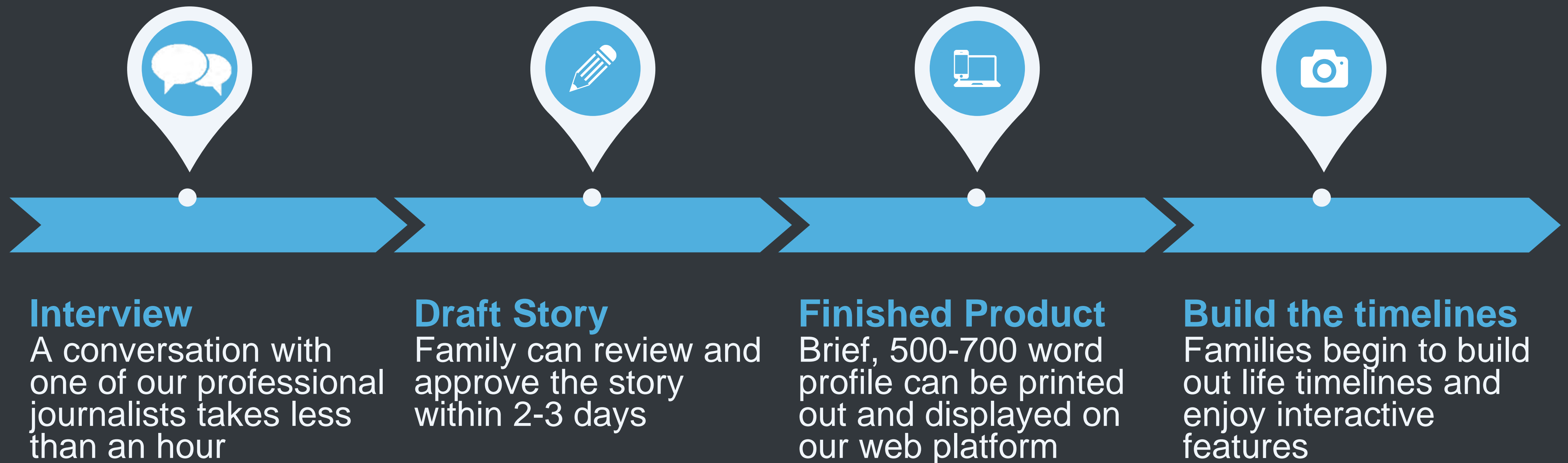
A digital platform for professionally written life story profiles

- ✓ Build connections
- ✓ Easy to read
- ✓ HIPAA compliant



HOW IT WORKS

Customers come to us directly or through a care facility



OUR TEAM



Jay Newton-Small

Founder & CEO

Nationally renowned journalist and best-selling author.



Michael Chandler

Managing Editor

13-year veteran of The Washington Post



Faran Negarestan

Director of

Engineering

Former Tech Lead at Capital One



Ben Sollenberger

Director of Operations

Venture for America Fellow and Former Gartner Analyst

Plus more than **700 writers** across the U.S.

“

MemoryWell is one of the very few important things I can do to improve my sister Mary's care.

”

Sharon Daly, Caregiver
at St. Paul's House,
Chicago