#### LTC Tech Summit

Session #2: Alzheimer's and Dementia Tech

SOA Antitrust Compliance Guidelines SOA Presentation Disclaimer

## 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 Longterm 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
- <u>https://neurocern.com</u>

#### Memory Well

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

# neurocern

Dr. Anitha Rao **CEO**, Founder **Board-Certified Neurologist** 

#### **Neuroinformatics Platform Overview**

# 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.

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#### **Neurocern Partnership Goals**

#### **LTCI Best Practices in Care**

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

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

#### neurocern®



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# memorywell

Jay Newton-Small, CEO & Founder (202) 460-0424

## Your story, well told.

#### THE PROBLEM Current standards of care are inadequate

# Overworked staff Families feel guilty 55% staff turnover





### Memorywell A digital platform for professionally written life story profiles

- Build connections
- Easy to read
- HIPAA compliant







#### **Keith Britton**

Keith Britton lived to help people. As a missionary in Brazil, he risked a lot to do his work, from an attempted kidnapping of his only daughter to losing children to a mudslide on a field trip he was leading. Nothing deterred him from bringing food and clothes to the needy in Rio de Janeiro's and Sao Paolo's favelas, or the word of God to those with spiritual needs.

That kind of tenacity came from his parents, who owned a farm in Kinsman, Ohio. Herbert Kline Britton and his wife Elsie Jane Fonnor, along with

their three sons, Lyle, Darl and Keith produced maple syrup so famous that folks from Cleveland would drive more than 90 minutes to Kinsman just to buy it.

Keith, the youngest, was born July 24, 1930, a child of the Great Depression. One day when Keith was about six, he was helping his father plough a field. Keith sat atop one of a pair of horses, who'd been pulling the plow. Herbert had just unhooked the plough when the horses spooked. Little Keith had no idea as he laughed and clung to the horses as they galloped off while his father was dragged along, holding onto the reins for dear life. Ultimately, everyone was fine, even if Herbert's overalls were stuffed with mud.

Keith would always remember those horses, how when it was time to tap the trees, his father had them so well-trained that they would stand and wait at each tree patiently and only advance when his father gave the word. But all that hard work couldn't overcome the economic realities of the Depression, and soon they lost the farm.

Keith's older brothers both served in World War II and he grew up listening to President Franklin Roosevelt's fireside chats. Nicknamed "Windy" because he liked to talk a lot. Keith was



#### HOW IT WORKS

#### Customers come to us directly or through a care facility



#### Interview

A conversation with one of our professional journalists takes less than an hour

#### **Draft Story**

Family can review and approve the story within 2-3 days Brief, 500-700 word out and displayed on our web platform

#### **Finished Product**

#### **Build the timelines**

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Families begin to build out life timelines and enjoy interactive features



#### OUR TEAM





#### **Michael** Chandler

Managing Editor

13-year veteran of The Washington Post



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

#### **Jay Newton-Small**

Founder & CEO

Nationally renowned journalist and bestselling author.

#### Faran Negarestan

Director of Engineering Former Tech Lead at Capital One



#### Ben Sollenberger

Director of Operations Venture for America Fellow and Former Gartner Analyst



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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

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