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
Loss of Cognitive Function is the Number 1 fear of seniors over 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](https://www.neurotrack.com)

**Neurocern**
- Using predictive analytics and AI to better evaluate and manage cognitive claims
  - [https://neurocern.com](https://neurocern.com)

**Memory Well**
- Digital life stories, timelines, and caregiver tips to increase caregiver engagement and family satisfaction
  - [https://www.memorywell.com](https://www.memorywell.com)
neurocern

Neuroinformatics Platform Overview

Dr. Anitha Rao
CEO, Founder
Board-Certified Neurologist
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

**LTGI Best Practices in Care**
Application of medical guidelines and evidence-based protocols to qualify insureds for long-term care benefits as defined by LTGI 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

- 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
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

Finished Product
Brief, 500-700 word profile can be printed out and displayed on our web platform

Build the timelines
Families begin to build out life timelines and enjoy interactive features
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