

Healthy Ageing Innovation: How to engage and sustain older consumers with health and well- being initiatives

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BIG CHANGE IN THE WORLD

- As you all know, the percentage of our population over age of 50 is expanding exponentially around the world.
- It's not just about extended longevity, today's older consumer is actively seeking solutions that will help them improve the quality of their physical, cognitive, and emotional well-being for as long as possible.
- For those needing assistance with the activities of daily living, they're seeking supportive services to help them thrive wherever they call home
- This reality means an even greater burden will be placed on an ever shrinking cohort of formal and informal caregivers.
- Developing the resources necessary to enable this "care-force" to do more with less while maintaining their own health status will be of paramount importance.

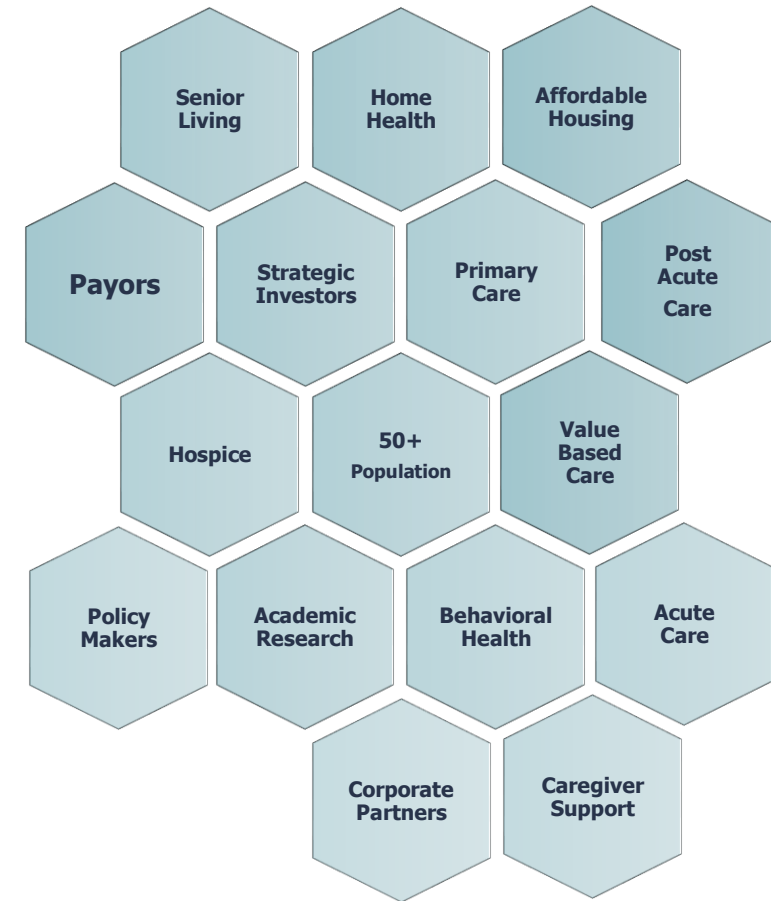


THESIS

Our current model of Healthcare Innovation can't keep pace with the demands of our aging population. It tends to be dysfunctional and inefficient because collaboration rarely occurs between providers from different sectors of the healthcare continuum. Along the way, key stakeholder groups like consumers, payors, & policy makers are afterthoughts at best.

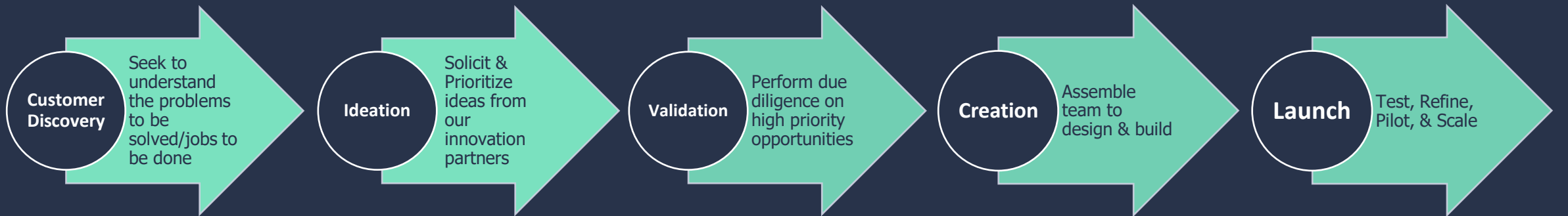
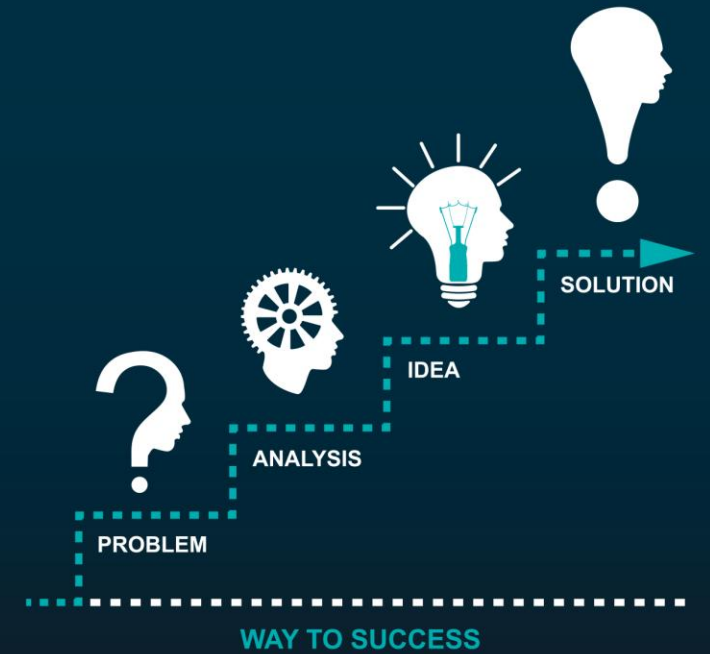
OUR APPROACH TO PARADIGM CHANGE

- Link-age Launch breaks down existing silos in healthcare and employs a holistic approach to innovation
- Our Innovation Ecosystem & Investment Platform is built to ENGAGE a broad spectrum of stakeholders from across the Healthcare Industry & beyond.
- We LISTEN actively to Older Adults & Our Ecosystem Partners to identify critical points of friction
- We use that stakeholder feedback to DESIGN, BUILD, LAUNCH and SCALE targeted solutions that deliver improved benefit for the 50+ Population and those who cater to them.



HOW WE WORK

In close collaboration with our Ecosystem Partners, we work through an interactive listening process designed to yield innovative solutions that are directly relevant, broadly scalable and highly valuable.



LINK-AGE LAUNCH STREAMLINES, ACCELERATES AND IMPROVES THE HEALTHCARE INNOVATION CYCLE



CALL TO ACTION

- Link-age Launch is actively looking to add value aligned stakeholders to its innovation ecosystem
- Now more than ever it's imperative that the voice of the older consumer is integrated into ideating innovative new solutions to solve the challenges facing our global aging population
- **It's beyond time for a redesigned integrated approach to innovating ~~for~~ WITH the 50+ Population**



CALL TO ACTION



- If we want to reimagine innovation for the 50+ Population, it starts with putting them at the forefront of consumer insight work, research/development and user centered design.
- We have to take insights we glean from older adults and use them to educate and inform the strategy of Retailers, Financial Services, Consumer Packaged Goods & Technology Companies, Hospitality & Healthcare Providers, as well as businesses in the Travel & Leisure, Fashion, Dining, & Entertainment industries to name a few
- We have to track improvement in engagement and report results to reinforce the value of truly understanding this historically overlooked & misunderstood but rapidly growing & all-important segment of our global population
- Think differently about your area of expertise and how to leverage it to create new partnerships for maximum impact

WHEN WE TAKE THE TIME TO ACTIVELY SEEK INSIGHTS FROM OUR 50+
POPULATION, THE LEARNING CAN BE TRANSFORMATIONAL FOR THOSE WHO ARE
WILLING TO PAY ATTENTION