

# Tech Enabled Solutions

## For Boomers And Seniors

By Katy Fike, PhD. Co-Founder, Aging2.0



Katy Fike

*With the dramatically increasing number of older adults around the globe and more than 90% of them wanting to age in place, we are seeing an increase in innovations to help people live independently longer.*

Aging2.0 is a global network of passionate innovators, drawn from across a range of disciplines, countries and generations on a mission to accelerate innovation to improve the lives of older adults.

In November 2013, Aging2.0 launched the **GENerator** – the first accelerator program for startups working in aging and long term care. Meet three of the Generator companies, each of which is using technology to address important issues facing older adults and their families today:

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### **True Link Financial** — preventing financial elder abuse

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An estimated \$100 billion is stolen from older adults in the United States every year. True Link's service combines a debit card, mobile alerts and an online spending monitor to proactively prevent fraud and spending mishaps before they happen.

The spending monitor can be set up online by a trusted family member with easy settings to block certain type of charges (e.g. charges where the physical card is not present) or set specific spending limits (e.g. no charges over \$X amount if none of mom's routine expenses are over that amount).

The True Link system is also regularly updated to protect against the latest known schemes targeting seniors. Once set up, the True Link card works just like a regular Visa card but if the card number is given to a unscrupulous telemarketer or charged for more than the predetermined limit, the payment is declined – the money is safe and the trusted family member receives a real-time alert.

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### **CareLinx** — helping families find caregivers

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Juggling the demands of managing care for a loved one can be overwhelming, especially if you live remotely, have limited financial resources or are also juggling work or child-rearing responsibilities.

Carelinx, a leading online caregiver marketplace, help families nationwide easily find caregivers that match their specific needs and

budget. All caregivers on the Carelinx platform are pre-screened and have been background-checked, bonded and insured. Carelinx also helps families with all the tax and employment paperwork related to hiring and paying a caregiver and saves families up to 50 percent compared to traditional brick and mortar agencies.

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### **OpenPlacement** — making care transitions easier

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When someone is discharged from a hospital or skilled nursing facility and needs additional care, the process of finding an appropriate provider for the next level of care has been highly inefficient.

Traditionally, families have simply been handed a sheet of paper containing contact information for local providers. Families and discharge planners then have to manually call each provider to find out if they have availability, can provide the appropriate level of care, take the patients insurance, etc.

On a mission to make care transitions easier and more efficient, OpenPlacement is creating the "Hotels.com of Senior Care." The OpenPlacement online portal enables patients, families and discharge planners to quickly and easily search for care providers that can meet the exact needs of the person needing care, check availability and communicate directly with providers through the platform.

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*To learn more about Aging2.0 and other exciting companies in the Generator program, visit [www.aging2.com](http://www.aging2.com).*