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Aging2.0 and AgeTech West Announce Plan to Join Forces

Combined organization furthers the shared mission to accelerate innovation to improve the lives of older adults; will increase the depth and breadth of the Aging2.0 platform.

Effective January 2015, [AgeTech West](#), a West Coast network of aging service providers and technology companies, will integrate into [Aging2.0](#), the global innovation network and startup accelerator. The announcement was made at the 2014 AgeTech West conference:

[Sync in Seattle: Transforming the Aging Services Experience](#).

In its four years of operation, AgeTech West has developed a national reputation as an impactful educator, broker and advocate of technology-enabled care in aging services and senior housing. AgeTech West partners include aging services providers from LeadingAge California, Washington and Oregon as well as technology and business partners. Providers get access to the latest innovations, and technology companies get much-needed access to consumer research, insights into providers' care challenges and goals, as well as pilot and distribution partnerships. The annual AgeTech West Conference & Technology Expo has become a catalyst for advancing technology-enabled care with practical, provider-focused educational content and facilitation of technology adoption opportunities.

Since its inception in 2012, Aging2.0 has rapidly developed a reputation as the premiere global platform for connecting, educating and supporting innovators focused on aging and long-term care. It has hosted more than 80 events in 22 cities across 9 countries, cultivating a robust interdisciplinary and intergenerational ecosystem of entrepreneurs, technologists, designers, investors, long-term care providers and older adults themselves.

Last year, Aging2.0 launched the world's first accelerator program focused on aging and long-term care, which provides the most promising startups in the space with unique access to distribution, capital, mentorship and older adult consumers. The second cohort of startups in the program - which is now called the Aging2.0 Academy - will be announced later this week. In May 2014, Aging2.0 announced the launch of Generator Ventures in partnership with Formation Capital, a \$5.5B private equity firm focused on senior housing and services, and announced that Arnold Whitman, long-term care industry veteran and Formation Capital Chairman was joining Aging2.0 and Generator Ventures as a partner.

AgeTech and Aging2.0 have been successful collaborators over the past two years, most notably with the popular live 'Pitch-for-Pilots' event featured at the 2013 and 2014 AgeTech West conferences. In addition to a common mission, they also share many of the same provider and industry partners.

“Combining the missions, networks and partners of AgeTech West and Aging2.0 will create an unparalleled platform to accelerate innovation and technology adoption to improve the lives of older adults,” said Stephen Johnston, co-founder of Aging2.0.

The combined organization will house all the essential elements of a robust innovation ecosystem including a global alliance of aging service providers, technology companies, and business partners, a pilot and distribution pipeline, network of local chapters, regular events and conferences, consumer research panel, the Academy tech startup program and the Generator Ventures investment fund.

“AgeTech West and Aging2.0, with their mission alignment and tremendous synergies, together are uniquely positioned as the driving force for tech-enabled innovation in the aging space,” said Joanne Handy, CEO of LeadingAge California, the original founding association partner of AgeTech West. “The LeadingAge organizations of California, Oregon and Washington believe this integration will optimally position aging service providers to leverage technology in their care delivery models and will provide the scale and stature needed to have impact on the global stage.”

Scott Peifer, AgeTech West Executive Director will join Aging2.0 as Vice President of Alliance Development, effective January 2015. AgeTech’s founding association partners, LeadingAge California, LeadingAge Oregon and LeadingAge Washington will become Charter Premier Association Partners of the Aging2.0 Alliance with an active role in the combined organization. The AgeTech West Conference & Technology Expo will continue annually as the Aging2.0 AgeTech Conference & Expo, a major industry leading event for providers, technology companies, consultants and consumers.

About Aging2.0

Aging2.0 (www.aging2.com) is a global organization on a mission to accelerate innovation that will improve the lives of older adults around the world. Aging2.0 connects, educates and supports innovators through its global chapter network, consumer research panel, conferences, Aging2.0 Academy startup program and the Generator Ventures fund. In less than three years, Aging2.0 has become the premier platform for discovering and cultivating innovations focused on aging and long-term care.

About AgeTech West

AgeTech West was founded by LeadingAge California, LeadingAge Oregon and LeadingAge Washington to advance the delivery of tech-enabled aging services. AgeTech acts as an educator, broker and advocate to accelerate such services to help older adults maximize their safety, security, independence, social engagement, health and wellness – while improving care delivery, coordination, efficiency and innovation within the organizations who serve them.

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