

The AgeTech Digest

What You Need to Know About AgeTech Right Now

Guidelines to writing microcopy for older adults



Guest post written by 2 experts in their respective fields: Dr. Michal Halperin Ben Zvi and Kinneret Yifrah

[Take Me There](#)

How did one country vaccinate most of it's older adults in just 1 month?



By early January 2021, 65% of older adults in Israel were already given the first dose of the Covid-19 vaccine, which led to a 60% drop in hospitalizations for that age group after 3 weeks. How did we do it?

[Read more](#)

Aging in the RIGHT place - with UpsideHom



[UpsideHom](#) – a fully managed living option for older adults. I sat down with Jake Rotstein, the founder and CEO, to learn more about why and how they've created a living solution with built-in concierge services and companionship, to fit the needs of older adults.

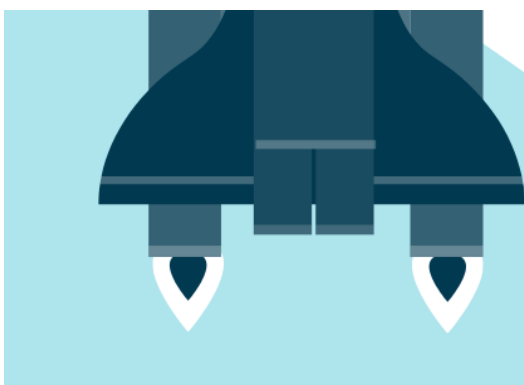
[Read more](#)

**What are big tech companies
doing to WIN in the longevity
economy?**



If you're not keeping a watchful eye like I am, it is easy to not notice the proactive steps the biggest tech companies in the world are taking to get more older adults to use their products and services.

[Read more](#)



COMING SOON

The Age Tech Academy!

Applications are open to the first cohort of the *Age Tech Academy!*

[Learn more](#)

Reports Worth Reading:

Aging Connected published a report on [internet connectivity for older Americans](#).



join us.

FEB 19-21, 2021



REHAB TECH SUMMIT

A VIRTUAL CONFERENCE
BRIDGING THE GAP
BETWEEN HEALTH TECH
AND REHAB PROFESSIONALS



rehabtechsummit.com

Online event worth attending:

Rehab Tech Summit will take place this weekend, I'll be giving a keynote on tech for aging in place on Feb 19.

Use discount code KEYNOTE10 at checkout to get a 10% discount!

[Register here](#)



Noteworthy News Items

Investments

- Health tech startup Bold raises [\\$7 million in seed funding](#) for senior-focused fitness programs

Launches

- K4Connect [Launches Content Suite for Older Adults](#), Partners with Industry Leaders Coro Health, CuriosityStream and Spiro100
- Biobeat launches '[hospital at home](#)' version of its remote monitoring platform

Partnerships

- OATS joins forces with Humana Foundation to [connect 1 million Americans to the internet by June 2022](#)
- AARP Joins With OATS [to Teach Tech to Older Adults](#)
- [Healthify and Papa](#) Team Up to Address the Impacts of Social Isolation and Loneliness Among Older Adults

Can you think of a colleague or a friend who might enjoy the *AgeTech Digest*? Click [this link](#) to forward it!



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