

The Age Tech Digest

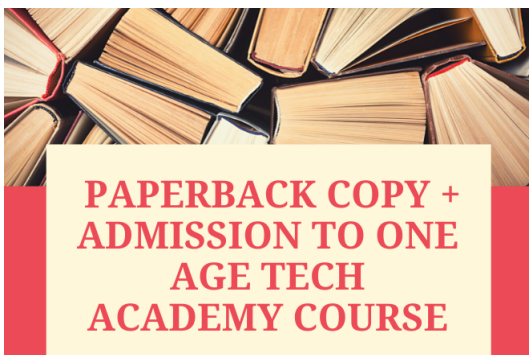
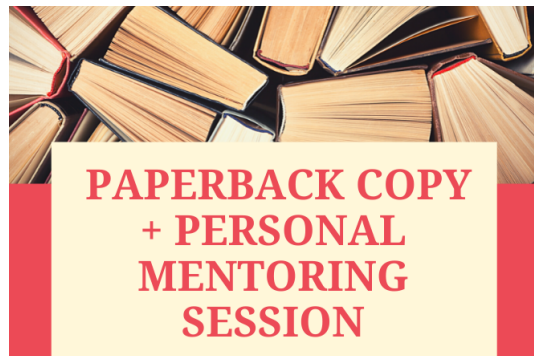
What You Need to Know About Age Tech Right Now

August 2021 Edition

Announcing *The Age Tech Revolution Book!*

As some of you already know, I spent the past few months writing a book about the intersection of technology and aging - *The Age Tech Revolution*. The book is scheduled to be published in December 2021, and it is now possible to pre-order your copy!

The [pre-order campaign](#) is live until August 23 and I've got some exclusive, subscriber-only perks for you!



Pre-order your copy today!

Ring the alarm! There's a global caregiver shortage. Can technology help?



Let's talk about the caregiver shortage. This topic always comes up in my conversations with elder-care providers. Hiring and retaining great caregivers is the #1 challenge.

This article comes at the heels of two events that have the potential to make a huge impact on the age tech ecosystem: the Biden administration's plan to invest \$400B in elder care, and Honor's acquisition of Home Instead which creates a \$2 billion home care giant.

What does it mean to have a global caregiver shortage? What are the underlying root causes? And how can technology solve it?

[Read more](#)



Reports worth reading!

The Global Coalition on Aging and Home Instead published a report on [Building The Caregiving Workforce Our Aging World Needs](#).

The AARP published a study on [caregiving out of pocket costs](#), and the CTA published the [consumer technology industry forecast](#).

Noteworthy News



Events worth attending

- AGE-WELL's innovation week is happening in October, [click here to register](#).

Awards and competitions

- The CTA foundation is accepting applications [The John and Jane Shalam Award to Combat Social Isolation](#).

Funding

- [HopSkipDrive Raises \\$25M in Funding](#)
- [Trusty.care closes \\$4m Seed+ Round](#)
- [Aloe Care Health Raises \\$5M for its Modern Medical Alert System for the Elderly and Their Loved Ones](#)
- [OneDay Raises a \\$19M Series B Funding Round to Continue Expanding Its Video Storytelling Tech Across Industries](#)
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[Rendever Receives \\$2M NIH Phase II Grant to Further Research the Impact of Virtual Reality on the Aging Population](#)

Launches

- [New ResHub app will help nursing home residents to stay connected and socially engaged](#)

Acquisitions

- [Tech-enabled home care startup Honor acquires home-care franchise Home Instead](#)
- [Sharecare acquires Carelinx](#)

Can you think of a colleague or a friend who might enjoy the *Age Tech*

Digest? Click [this link](#) to forward it!



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