



FOR IMMEDIATE RELEASE

FIRST ANNUAL AGE-WELL TECHNOLOGY PITCH COMPETITION TO SHOWCASE SOLUTIONS TO SUPPORT PEOPLE WITH DEMENTIA

Toronto ON, July 19, 2016: Ten innovators from Canada and around the world will participate in the first-ever *AGE-WELL Pitch Competition: Technology to Support People with Dementia*. The competition will showcase a wide range of technology solutions that address the many challenges faced by people living with dementia. Each finalist will deliver a fast-paced, five-minute presentation to a panel of expert judges who will select a winner. AGE-WELL is co-hosting the event with the Global Council on Alzheimer's Disease (GCAD), an initiative created by Otsuka America Pharmaceutical, Inc.

"This is shaping up to be a sensational event. Of the many dozens of creative and potentially groundbreaking solutions we received for consideration, these finalists represent a diverse mix of solutions ranging from communication and safety to medication management and quality of life for people with dementia," said Alex Mihailidis, Ph.D P.Eng., Scientific Director, AGE-WELL Network of Centres of Excellence. "It is exciting to see the diversity of companies both in the products they represent and the stage of their growth."

The finalists were chosen by a group of experts in dementia and Alzheimer's including physicians, researchers, caregivers, and industry leaders. Products being pitched include those that aim to improve communication between family members and healthcare providers; provide transportation and safety through home monitoring and advanced tracking devices; promote behaviour modification and prevention; and improve quality of life for people living with dementia through music, games and pain management. For more information on the finalists and the panel of judges, please follow this link: www.agewell-nce.ca/pitch-event.

"As healthcare moves toward a digital world, it is important to look for new ways for people with Alzheimer's and their caregivers to better engage in their own care," said Andrew Wright, Vice President, Digital Medicines, Otsuka America Pharmaceutical, Inc., and one of the event's judges. "It's time for technology to step in and do for Alzheimer's disease what it has done for automobiles, finance, communication and so many other facets of 21st century life. There is a real opportunity for wearables, sensors and the internet of things to potentially extend time at home for a person living with Alzheimer's. If we truly want technology to improve lives, it's time to disrupt Alzheimer's."

On July 23, one winner will be selected and will receive a prize package that includes:

- One-year free membership in the AGE-WELL Network of Centres of Excellence, including access to more than 200 companies and research experts in the field of technology and aging
- Consultation and mentorship from the Global Council on Alzheimer's Disease (GCAD), which includes prominent experts and organizations in the Alzheimer's field
- Two passes to present and pitch at the Annual AGE-WELL Conference, October 18-20 in Montreal
- Two passes to the Aging2.0 Summit & Expo, October 12-14 in San Francisco

The pitch event will be held at the Royal York Hotel, 100 Front Street W, Toronto, Saturday, July 23 from 6:00 – 9:30 p.m. EST.

The event is sponsored by Otsuka America Pharmaceutical, Inc., Aging2.0 Local | Toronto, the Ontario Brain Institute, and the Women’s Brain Health Initiative.

About AGE-WELL

AGE-WELL NCE Inc. (<http://www.agewell-nce.ca/>, [@AGEWELL_NCE](#)) is a pan-Canadian network of industry, non-profit organizations, government, care providers, caregivers, end-users, and academic partners working together using high-quality research to drive innovation and create technologies and services that benefit older adults. Its vision is to harness and build upon the potential of emerging and advanced technologies in areas such as artificial intelligence (AI), e-health, information communication technologies (ICTs), and mobile technologies to stimulate technological, social, and policy innovation.

About GCAD

Since 2015 Otsuka America Pharmaceutical, Inc. has been convening the Global Council on Alzheimer’s Disease (GCAD). GCAD brings together a diverse set of thought leaders from science, medicine, policy, finance, advocacy, technology, caregiving, and more. The goal of GCAD is to find innovative ways to collaborate to create practical, immediate solutions for those affected by Alzheimer’s disease. For more information on GCAD, visit <https://www.otsuka-us.com/research-and-development/connecting-communities.html#the-global-council-on-alzheimers-disease>. For more information about Otsuka in the U.S., please visit <https://www.otsuka-us.com/home> and connect with us on Twitter at [@OtsukaUS](#).

– 30 –

Media Contacts:

Paul Tyler, communications@agewell-nce.ca, 416-254-0698

Victoria Ollers, communications@agewell-nce.ca, 416-822-2288