### AGE-WELL Envirionics Polling Data [2020]

- **66%** of Canadians aged 50+ believe tech advances can help to lessen the impact of COVID-19 on daily life.
- **76%** of Canadians aged 50+ are confident using current technology.
- **67%** are willing to pay out-of-pocket for tech that allows them to stay at home as they age.

### AGE-WELL BY THE NUMBERS

**PRAIRIE PROVINCES**

- **$3,884,858** Amount invested in Prairie region to date
- **254** Highly Qualified Personnel (HQP) in Prairie region
- **3** Number of Startups
- **$675,000** Non AGE-WELL funds reported by startups in Prairie region

Prepared for AGE-WELL by Environics Research
N = 2,026, Canadians aged 50+
AGE-WELL PROJECTS & STARTUPS

PROJECTS

VirtualGym
VirtualGym is an interactive platform that provides personalized exercise instruction and feedback to promote physical and cognitive health in older adults. The computer-guided system features an on-screen virtual coach for the user that provides accurate feedback on their performance. It is designed for older adults who have chronic conditions, early-to-moderate dementia, mobility and other challenges that can prevent them from taking part in group-exercise activities. Latest version includes VR for cognitive engagement.

Maintaining a healthy brain
With support from AGE-WELL and assistance from IDFusion, Dr. Zahra Moussavi has created a series of games or brain fitness exercises for the iPad to help maintain a healthy brain. The goal of the project is to make the app available in the App Store. It is also being tested in a clinical trial involving people with dementia to detect the onset of memory and cognitive declines.

Dealing with pain in people with dementia
People living with severe dementia can have difficulty speaking and expressing their pain needs. It makes pain assessment challenging for caregivers; pain is under-assessed and under-treated in long-term care. AGE-WELL researchers from Alberta, British Columbia and Ontario developed an app aimed at facilitating pain assessment, and an online training program for rural and remote facilities. These tools have led to improvements in the frequency of pain assessments.

STARTUPS

Community ASAP
Community ASAP is an alert system that allows first responders to send localized notifications to community volunteers when an older adult goes missing. The volunteer-based service and app is being developed in partnership with police, community organizations and community members in Alberta, British Columbia and Ontario. The goal is to create an accessible, affordable solution for keeping older adults living in their communities safe, even when they are at risk for getting lost.

Project Whitecard Digital
Project Whitecard Digital is a company formed specifically to create a virtual reality application to improve the lives of older adults. Based in Winnipeg, a city that is on the cutting-edge of Alzheimer’s research, Project Whitecard Digital is implementing new virtual reality technology to diagnose and slow the progression of Alzheimer’s.
digital.projectwhitecard.com

MatchWork
MatchWork helps employers and workforce development organizations connect people to jobs. They’ve teamed up with Caregivers Alberta and University of Alberta/AGE-WELL researcher Dr. Janet Fast to help carers find meaningful and flexible work.
PARTNERSHIP OPPORTUNITIES

Strategic investment opportunities:

- Gain a complete understanding of emerging technologies to support healthy aging – one of the largest market opportunities of our generation.
- Participate in joint funding opportunities, including collaborative funding programs.
- Partner with our researchers on cutting-edge projects. AGE-WELL has over 20 active research projects developing solutions to support healthy aging.
- Partner with us on national initiatives to transform aging in Canada.

ABOUT AGE-WELL

AGE-WELL is Canada’s technology and aging network, federally funded through the Networks of Centres of Excellence program. AGE-WELL is producing technologies, services, policies and practices that improve the quality of life of older adults and caregivers, and produce social and economic benefits for Canada.

AGE-WELL is funded through the federal Networks of Centres of Excellence program.

CONTACT US

- info@agewell-nce.ca
- www.agewell-nce.ca
- @AGEWELL_NCE

AGE-WELL PARTNERS

FEATURED PARTNERS