



## Background

According to a 2016 AARP study on caregiving & technology, 71% of caregivers were interested in using innovative technology to support caregiving tasks, yet only 7% used it.

SeniorFusion was established in December 2018 as a project of the American Medical Women's Association to address this gap ([seniorfusion.org/](http://seniorfusion.org/)). Its main goal is to improve elders' health and safety and reduce social isolation through increased awareness and adoption of high- and low-tech solutions that are practical, effective, easy-to-use and affordable.

With the 65+ U.S. population projected to nearly double by 2050 and the demand for home care workers anticipated to be in short supply, smart technologies can enable seniors to age in place and maintain independence to a greater degree.

## **SeniorFusion Benefits Older Women Populations**

- Women are more likely than men to suffer from cognitive impairment due to the lack of a strong social network.

**SeniorFusion** connects seniors to technology solutions that increase their social engagement and improve their emotional, physical and mental well-being.

- According to the Oxford Academic, older women are more likely to fall than men.

**SeniorFusion** increases access to fall prevention wearables that help avoid the onset of depression, helplessness, dread and anger that can follow a bad fall.

- Older women are twice as likely as older men to live alone, according to the Institute on Aging.

**SeniorFusion** focuses on technology that extends one's ability to age in place, e.g. medication reminders, stoveguards for kitchen safety, personal emergency response systems and remote monitoring.

## **SeniorFusion** Contacts:

Carla Din, CEO & Co-founder  
Cell: (+1) 510.717.2966  
Email: [carla@seniorfusion.org](mailto:carla@seniorfusion.org)

Doug Mosher, CTO & Co-founder  
Cell: (+1) 415.297.7457  
Email: [doug@seniorfusion.org](mailto:doug@seniorfusion.org)