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Smart Living 360 to Collaborate with Philips To Create New AgingWell Hub

This new research and development initiative was announced at the White House Conference on Aging and will explore solutions for aging well

Baltimore, Md. (September 21, 2015) – Philips recently announced at the White House Conference on Aging that Smart Living 360 is among the organizations that will collaborate with Philips for the creation of the AgingWell Hub (AWH). The AWH is a unique new collaborative research and development initiative for open innovation that will examine and share solutions for aging well. In addition to Smart Living 360, other collaborators include leaders like Georgetown’s Global Social Enterprise Initiative, MIT AgeLab, Humana, Merck and MedStar Health, among others.

The AgingWell Hub was formed to improve technology adoption rates for older adults. A recent study by Pew Research revealed that the overall technology adoption rate among age 65+ adults is lower (59%) than the general adult population (86%). This same study also showed that low income and non-college educated older adults have even lower technology adoption rates. This data confirms that a new approach is needed to address low adoption levels of smart technologies for aging well.

The AWH is a response to this need. The new initiative will identify new technologies, products and services, as well as provide thought leadership in collaboration with older adults, caregivers, healthcare systems, payers, policy makers, corporate innovators, entrepreneurs and academia. The AWH also seeks solutions to improve technology adoption among older adults and make aging well a reality for more people, by engaging them to better connect with their communities and healthcare providers.

As part of the first phase of this initiative, Philips will collaborate with industry and issue experts that include Smart Living 360 to create a blueprint for a research hub. Smart Living 360 is a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. Created in conjunction with Federal Realty Investment Trust (NYSE: FRT), the company’s first community, [The Stories](#) at Congressional Plaza, in the Washington D.C. metro market has garnered national attention.

“We are excited to be a part of this unique, new initiative,” says Smart Living 360 Founder and CEO Ryan Frederick. “Technology is a valuable tool that can help people live an inspired life at any age. But it is only valuable if it is being used. Therefore, we look forward to collaborating with other industry experts to

determine how the ever increasing role of technology can help create an optimal living environment for older adults.”

“This rapidly growing segment of the population has critical needs that are not being met,” said Kimberly O’Loughlin, Senior Vice President and General Manager of Philips Home Monitoring. “By bringing awareness, collaborating with industry leaders and innovators, and creating an ongoing dialogue, we can help drive solutions that allow older adults to remain independent, healthy and socially engaged. Transforming the experience, improving outcomes and lowering costs requires that we work together to drive simplicity and interoperability. The AWH gives us a platform to test and learn and innovate together.”

The Philips AgingWell Hub will have three key areas of focus:

1. Drive Open Innovation by creating learning labs to accelerate transformation and improvements in the aging journey. This would allow for open co-creation by engaging older adults, caregivers, healthcare systems, payers, policy makers, corporate innovators, entrepreneurs and academia. The goal is to understand the true cost and performance of care and how it can be improved with innovation and collaboration.
2. Share Thought Leadership by leveraging data, analytics and dialog to create and share insights that foster transformation. These insights will allow healthcare systems to be more proactive and preventative, enabling aging adults to live at home for as long as possible. As part of this commitment, AWH will share insights, as well as collaborate with other industry leaders on how to improve the efficacy of care delivery, solutions and services for living well.
3. Promote Positive Image of Aging by working with others to promote a positive image of senior care, helping to tackle the “stigma” that can limit caregiving support and seniors’ access to it. AWH would develop communications materials and drive a positive and enabling image of aging and older adults.

The AWH expands on the Philips Center for Health and Well-being Aging Well Think Tank, as well as its work and research with GSEI, which has examined the attitudes and behaviors among the aging population and their caregivers regarding the adoption of technology.

For more information on the AgingWell Hub, visit www.agingwellhub.org.

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About Smart Living 360 (www.smartliving360.com)

Smart Living 360 is a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. We believe that many people wish to rewrite the standard life course, opting for a life of ongoing engagement, purpose and growth. Leaning on principles of connection, access and simplicity, we create inspired homes in walkable, intergenerational mixed-use urban and suburban areas.

Created in conjunction with Federal Realty Investment Trust (NYSE: FRT), the first Smart Living 360 community, The Stories at Congressional Plaza in Rockville, MD (www.thestories.com), will open in early Spring 2016.