Technology for Aging

2025 Market Overview

January 2025

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FORWARD

What's new in this version of the report? Most everything. Every line in this Market Overview has been reviewed and updated as needed to reflect the latest available links, trends, demographic data about older adults, policy changes, new products, as well as inclusion of available data about what tech they own and/or prefer.

AI is now part of all tech – both in full view and embedded in devices and software. CES 2025 offered AI everywhere and in nearly every announcement. In the coming year, AI will likely be everywhere and all around, from an ever-smarter ChatGPT to Google search (which had to keep up), to tech where it is embedded (and not visible) to AI-centric devices and services, including the emergence of AI in health care, senior housing and home care.

New tech continues to confound the oldest. Most older adults now own a smart phone to enable the connectivity they need for family, work, health and wellness. AARP's latest survey of the 50+ included responses (for the first time) from those individuals aged 80+. These responders are not that happy with the tech that they own and do not believe it is related to having a healthy life. The majority of adults aged 60+ do not feel technology was designed with them in mind.

Moving onward, here's to 2025 – looking forward to more innovation, insight and ideas for enabling older adults with tech that improves their quality of life!

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WHO SHOULD READ THIS REPORT?

This report was revised in January of 2025, updating products, services, websites, and apps – adding 20 entrants, either new to this version or new in the marketplace. It serves as a market overview with a single purpose: it is intended to describe the need for, and the current market of, offerings to help aging adults live full lives in their homes of choice. As such, it is relevant to:

- Vendors and entrepreneurs marketing to baby boomers and seniors
- Government agencies and policy makers
- Venture capital and angel investors interested in the boomer/senior market
- Retailers with a focus on older adults
- Food service companies
- Financial services companies
- Life sciences and medical technology companies
- Telecommunications and network companies
- Retirement communities that serve independent adults
- Senior living communities, and long-term care providers
- Home care and home health agencies
- Physician practices serving older adults
- Hospitals and integrated service delivery networks
- Caregivers, seniors, and family members

MARKET REFLECTS PREFERENCE FOR HOME AND NEED FOR A CARE ECONOMY

Aging in place continues to shape the attitudes of older adults about their future. According to the US Census, as of 2024 nearly 80% of adults age 65+ currently live in their own home, double the home ownership rate for those under age 35. Meanwhile, by the end of 2024, senior living occupancy had recovered to 87% of its pre-pandemic level. The growth of the 65+ population is unprecedented in US history, and consider that this fastest growing demographic includes individuals aged 85+.

Older adults continue to live in their own homes. Older adults dominate home ownership rates as well as benefiting from lower interest rates for their mortgages, if they have one. According to the Harvard Joint Center for Housing Studies, "One third of all homeowner households are now headed by someone age 65 or older. And with the oldest baby boomers turning 79 in 2025, the highest rate of population growth is shifting to the oldest groups, who have substantially greater accessibility needs. There has been a parallel increase in smaller households, such as older single-person households and married couples living alone." As of 2022 Census data, 43% of women aged 75+ were living alone.

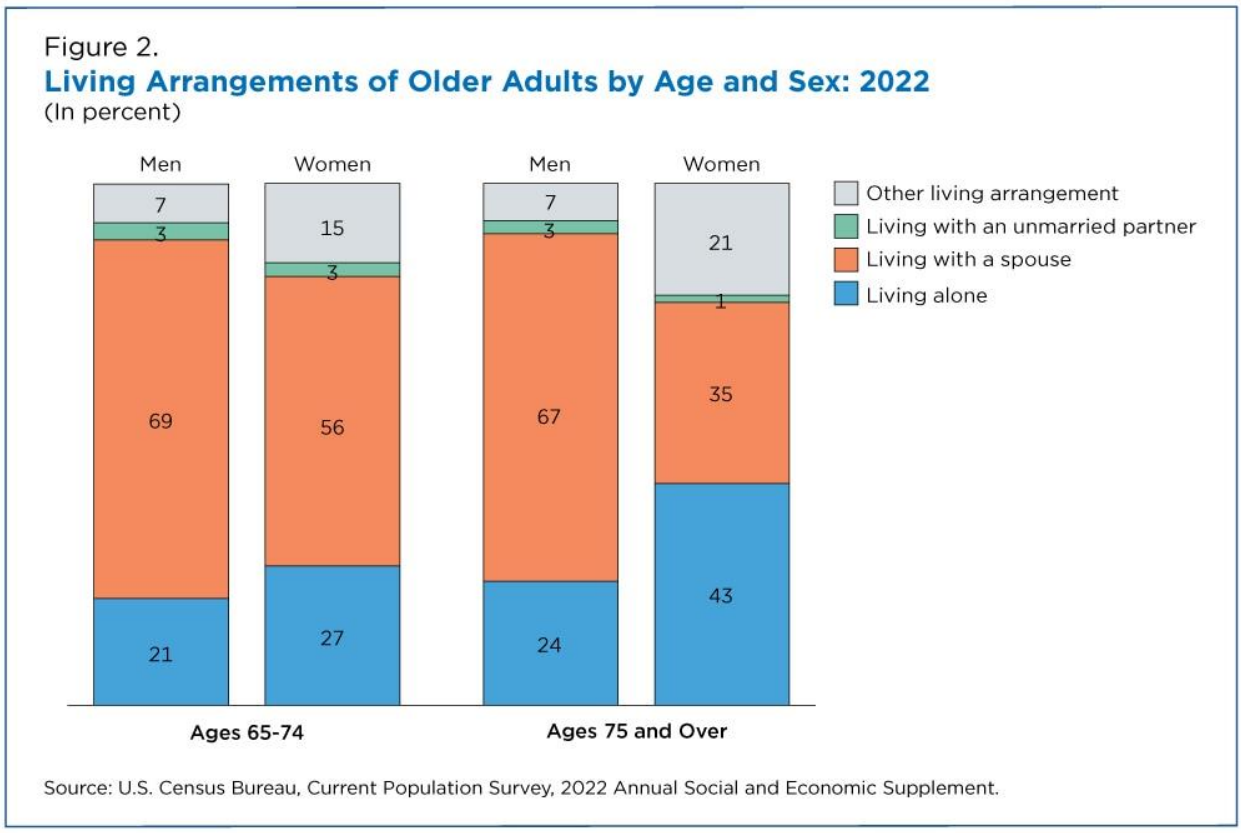

Figure 1 Living Arrangements of Older Adults by Age and Sex Source: US Census May 2024

Many must renovate to remain safe. Although 75% adults aged 50+ may want to age at home, four million US households with an adult age 65+ had difficulty living in or using some features of their homes and will need to **r**enovate to stay there. According to the Harvard Center, "Nearly

2 million homeowners aged 55 and over pursued projects for accessibility in 2020 and 2021, but many more will need to make these modifications as the number of older adults and multigenerational households increase in the coming decades." Forty-six percent of Americans aged 75+ have a disability, including mobility, cognition, or ability to live independently (see **Figure 2**).

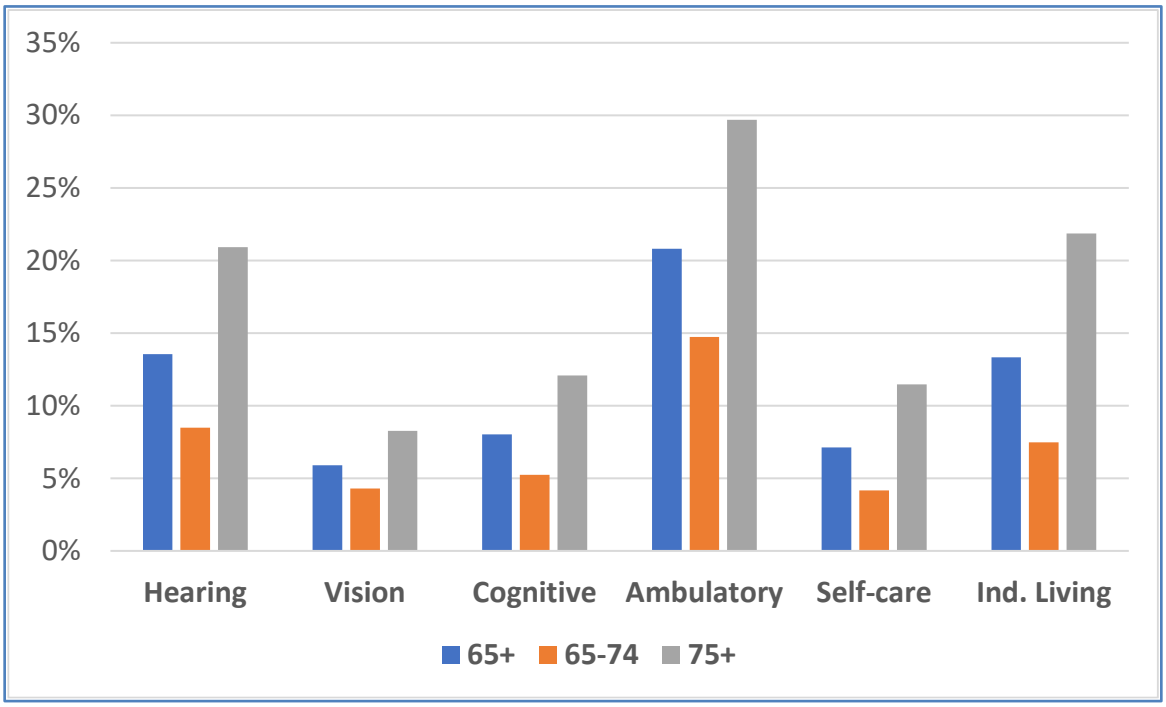

Figure 2 Disability Prevalence Increases with Age **Source:** ACS 2023

The cost of care keeps rising. But as calculators of net worth by age indicate, unless a home is sold, the oldest will likely not afford $400K of post-retirement health-related costs. Ironically, private duty home care can now be equal to or more expensive than assisted living, as much as $18,000 per month – driven by demand and the shortage of home care workers. Reimbursement changes, labor shortages, plus desire for care at home have driven the closure of rural hospitals nationwide. Assisted living's 2024 median cost was $5511/month, but the average cost is expected to rise to $10600 per month by 2044.

This wave of aging adults impacts both housing and the workforce. As typically defined, aging in place reflects the desire or ability to remain in one's own home. Other options will likely be out of reach for most middle class homeowners. Note that solo agers, those that have no spouse, partner or children, make up as much as 28% of the 65+ population. They will likely make up a key portion of the aging population by 2030, when all baby boomers will be 65+. Recent inflation may make retirement out of reach for many baby boomers. Even today, 22% of the 65+ and 9% of adults aged 75+ are working, and that percentage is expected to grow.

Home is increasingly the hub for life and care. In addition to wanting to remain in their own home, older adults are receiving a growing percentage of their health care there. Telehealth service reimbursement with specific codes is expected to be extended to the end of 2025 and

likely to be extended further through other legislation (see **Figure 3**). Reimbursable services include in-home emergency and hospital at home care like Dispatch Health as well as telehealth-based mental health services.

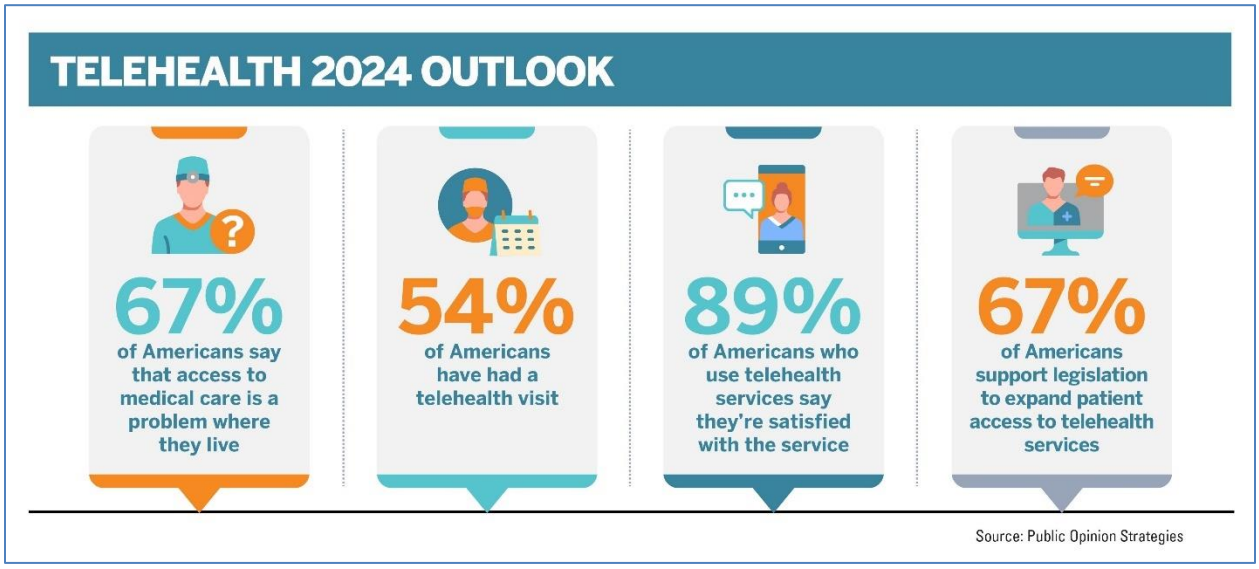

Figure 3 Telehealth outlook in 2024

Professional caregiving is a conundrum of high cost, low pay, and demand for workers. The most recent data indicates that 22% of adults aged 85+ need help with personal care. As families and seniors compare the costs of aging at home to aging in a senior living community, the cost projections begin to look similar – with the nationwide median monthly cost of full-time home care now at $4917, versus $4300 per month for senior living, according to Genworth Financial. And there has been an 88% increase in the number of open Certified Nursing Assistant (CNA) jobs. One recent positive development – adding paths to promotion to RN for CNAs.

Paid home care picks up where families and senior housing leave off. Demand for aging at home with home care continued to grow during 2024 despite rising costs. Due to scarcity of workers, both senior living and home care still rely largely on the same pool of relatively low-paid workers, and care in many areas is quite difficult to find. On average, home care fills a care gap of 20-27 hours per week at a presumed lower cost ($30/hour paid to agency, $14.56/hour to the worker), than a move to assisted living, though annualized costs are approximately the same.

Shortage of workers will worsen in the coming years. Non-medical home care work (or personal care aide) contributes to the shortage in the senior care industry. And home care continues to be one of the fastest growing health care jobs. Staffing challenges are top of mind for home care agencies, which compete with other relatively low wage jobs in the market. As the shortage of home care workers worsens – especially in urban areas where workers cannot afford to live – predictions are dire, amounting to 860,00 new openings over the decade 2022-2032, representing one of every six new jobs – by 2032, one of the largest occupations in the economy.

Stark consumer economic realities challenge senior living occupancy. The low level of savings slows moves to assisted living, where move-in age is closer to mid-80s (see **Figure 4**). With more than half of assisted living residents aged 85+, these are frailer residents, many with dementia, who need help with multiple Activities of Daily Living (ADLs). But boomers are right behind them – and given inflation, may be even less able to move in. They have simply not saved enough to be comfortable after retirement and later afford more than a few years at a private assisted living.

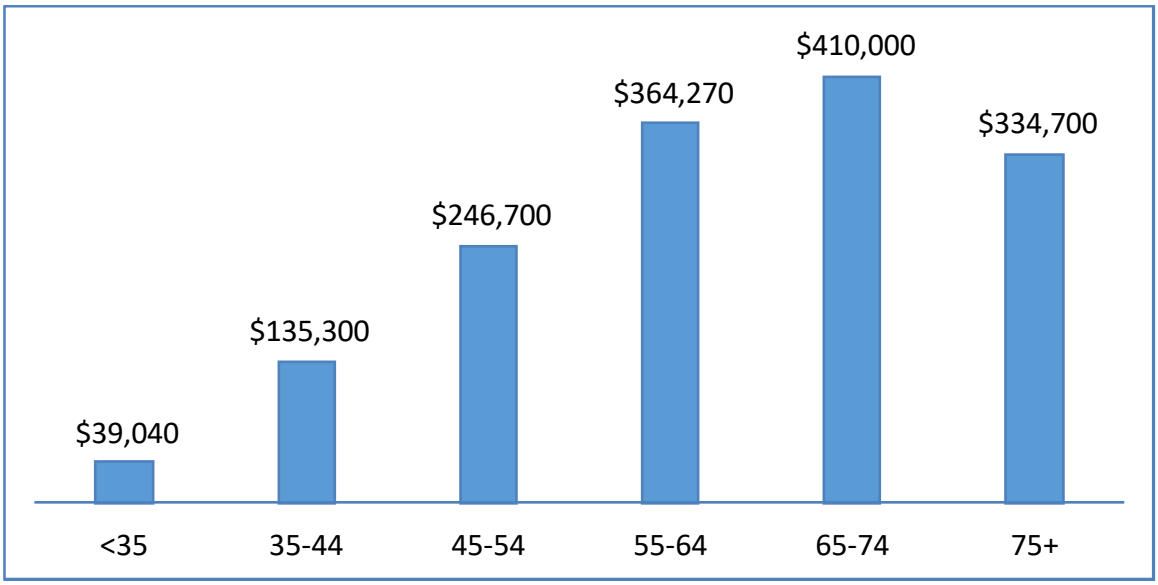

Figure 4 Family Net Worth by Age **Source: Motley Fool**

Meanwhile life expectancy extends 20 years past the so-called retirement age. The probability of living to age 85 is now 55% for a 65-year-old male, and 65% for a 65-year-old female. Life expectancy at 75 is almost another 11 years for healthy men, 13 years for healthy women – requiring a longer term plan for housing, health care, transportation and other support systems. And older workers are not necessarily retiring – 19% of the 70 to 74-year-olds are working today; that percentage is expected to grow.

POLICY MAKERS FUND CAREGIVING AND AGING INITIATIVES, 2024 AND BEYOND

Caregiving and other demands of an aging population gained significant government attention and new initiatives during 2024, all approved, with only reimbursed telehealth access remaining to be approved. Technology enablement and access will likely be components of each of these initiatives as they evolve. More progress is required for protecting older adults from scams.

Broadband Equity Access and Deployment **(BEAD).** In November 2024, NTIA announced that all 56 states and territories have received approval of their BEAD Initial Proposals. States are now completing their challenge processes and selecting the service providers who will build BEAD-funded networks to unserved and underserved locations. When that process is completed, they will submit their Final Proposal, which details the results of that process. To date, Louisiana, Delaware, and Nevada have completed both processes.

Family Caregivers. The 2024 Medicare Physician Fee Schedule introduces new billing codes for caregiver training services, allowing eligible practitioners to bill Medicare for providing training and education to caregivers of patients with chronic illnesses or disabilities. In February, 2024, a progress report was presented to Congress on implementing the 2022 strategy to support caregivers. Also in 2024, AARP and others advocated for congress to pass a bill for reimbursement of caregiver expenses through the proposed Credit for Caring Act.

Dementia care. In November 2024, the U.S. Senate unanimously passed the BOLD Infrastructure for Alzheimer's Reauthorization Act, bipartisan legislation spearheaded by the Alzheimer's Association and Alzheimer's Impact Movement (AIM). This critical bill will reauthorize the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act (P.L.115-406) and empower public health departments to implement effective dementia interventions in their communities.

Medicaid Home Care Benefits for the Aging. As of March 2024, all 50 states and D.C. have at least one program that provides assistance to elderly individuals living outside of nursing homes. Be that at home, in adult day care, in adult foster care, or assisted living. Many states allow Medicaid recipients to direct their own in-home care. This model of receiving services is called consumer directed care, participant directed care, cash and counseling, and self-directed care. It often allows care recipients to hire relatives as paid caregivers. Commonly, adult children can be hired and paid to provide care for their aging parents. Many states even allow one's spouse to be hired.

Older Americans Act Update 2024**.** In February, 2024, a final rule to update regulations was released for implementing Older Americans Act programs. The update aims to better support the national aging network that delivers OAA services and improve program implementation, with the ultimate goal of ensuring that the nation's growing population of older adults can continue to receive the services and supports they need to live – and thrive – in their own homes and communities. On December 10, 2024 U.S. Senate passed the Older Americans Act Reauthorization Act (OAA) of 2024 (S.4776) by unanimous consent.

Older Adults are At Risk from More Sophisticated Scams and Fraud

In October 2024, the Federal Trade Commission issued its latest report to Congress on protecting older adults, which highlights key trends based on fraud reports by older adults, and the FTC's multipronged efforts to combat the problem through law enforcement actions, rulemaking, and outreach and education programs.

Scams against older adults have worsened:

- Older adults have reported losing more than $1.9 billion to fraud, compared to about $1 billion the year before.
- When they did report losing money, though, adults over 60 often reported losing substantially more than younger adults. Consumers 80 and older reported losing a median of $1,450 to fraud, while those in their seventies reported a median loss of $804. The number of older adults reporting losses of $100,000 or more has increased more than threefold since 2020.
- Gift cards continued to be the most frequently reported payment method on a number of common fraud types, including tech support scams and family and friend impersonation scams. Older adults are more than six times more likely than younger adults to report losing money to a tech support scam.
- Older adults are impacted by the growing incidence of healthcare data breaches, which largely are performed by hackers and IT workers (see **Figure 5**).

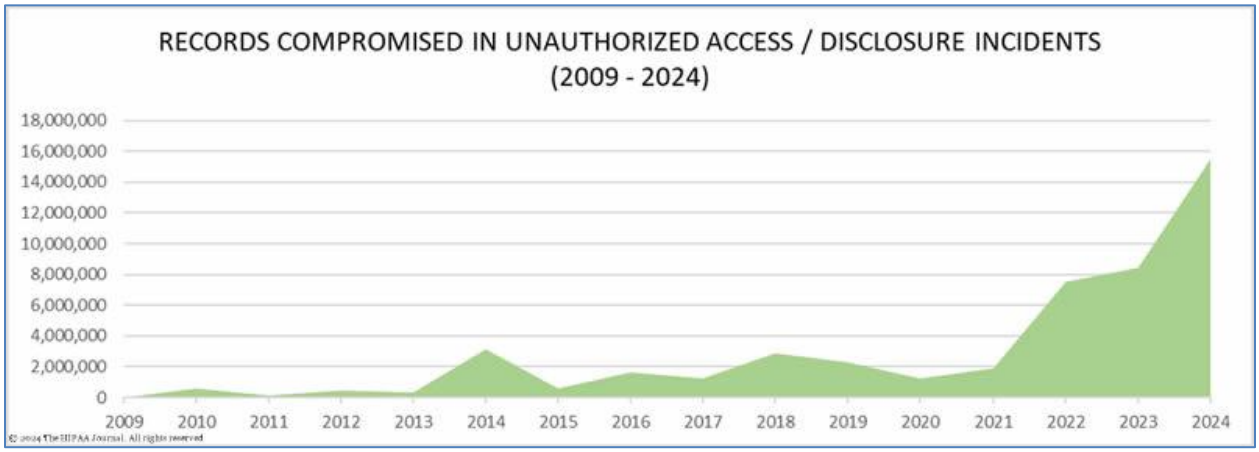

Figure 5 Records compromised through unauthorized data access HIPAA Journal

DID YOU KNOW *182 million people had data exposed in healthcare breaches reported to the federal government in as of December 2024*

AS BOOMERS AGE, MARKETS ARE NOW INTERESTED IN THEIR TECH ADOPTION

Tech adoption for older adults is growing... The surveyed ubiquity of technology has led to a belief that it is everywhere it needs to be, with media assumptions about the benefit of smartphones and online tools, ownership of devices, or access to broadband speeds. The majority of older adults now own smartphones and smart TVs. Why? To access digital services (see **Figure 6)**. And, of course, to connect with families. But it is past time to make smartphone user interfaces more usable (accessible even) and make sure that if it's the only phone an older adult owns, it supports sharing tools like FaceTime, text chatting, or YouTube.

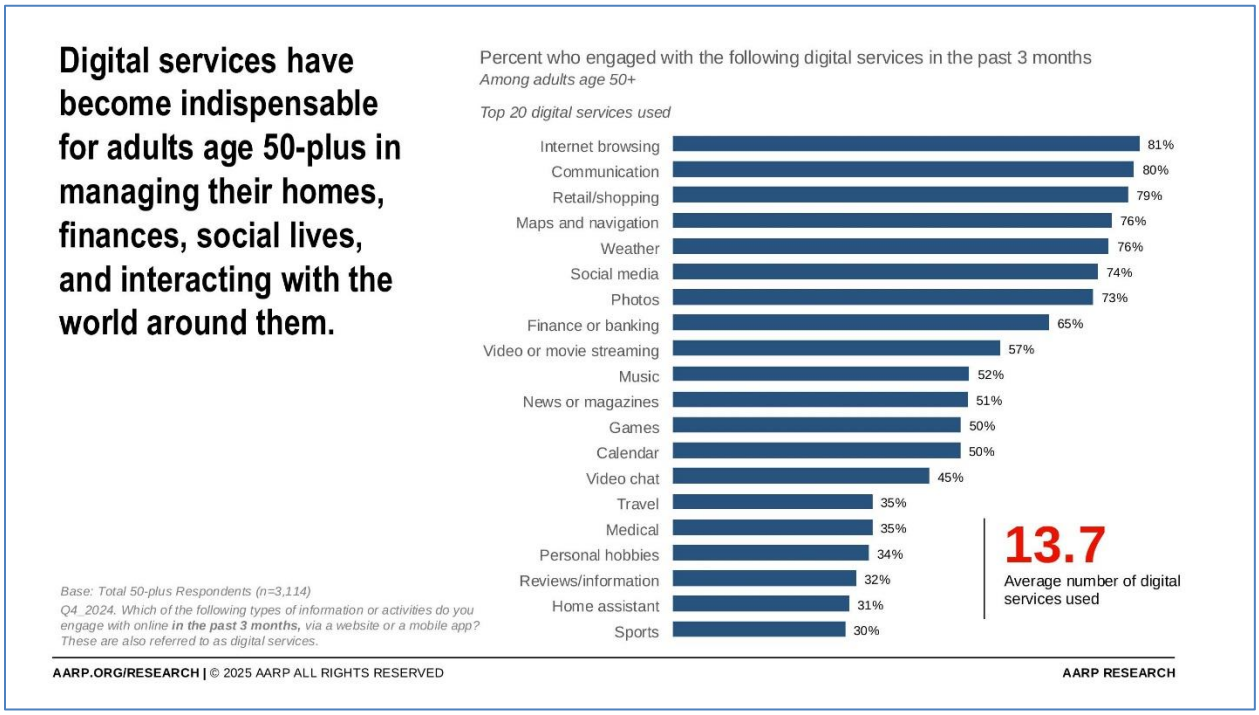

Figure 6 Digital services are indispensable for older adults **Source: AARP**

…Tech is increasingly essential for older adults. In December, AARP published its annual tech survey of individuals aged 50+. For the first time, they surveyed individuals in the 80+ age range, the most skeptical age group. Although many older adults recognize that technology can enable a healthier life, older adults aged 70+ did not agree (see **Figure 7**). Two-thirds of responders expressed comfort with their digital skills – but comfort diminishes with age. And especially for 59% of those aged 70+, tech appears not to be designed with them in mind, though that percentage is down from 64% last year.

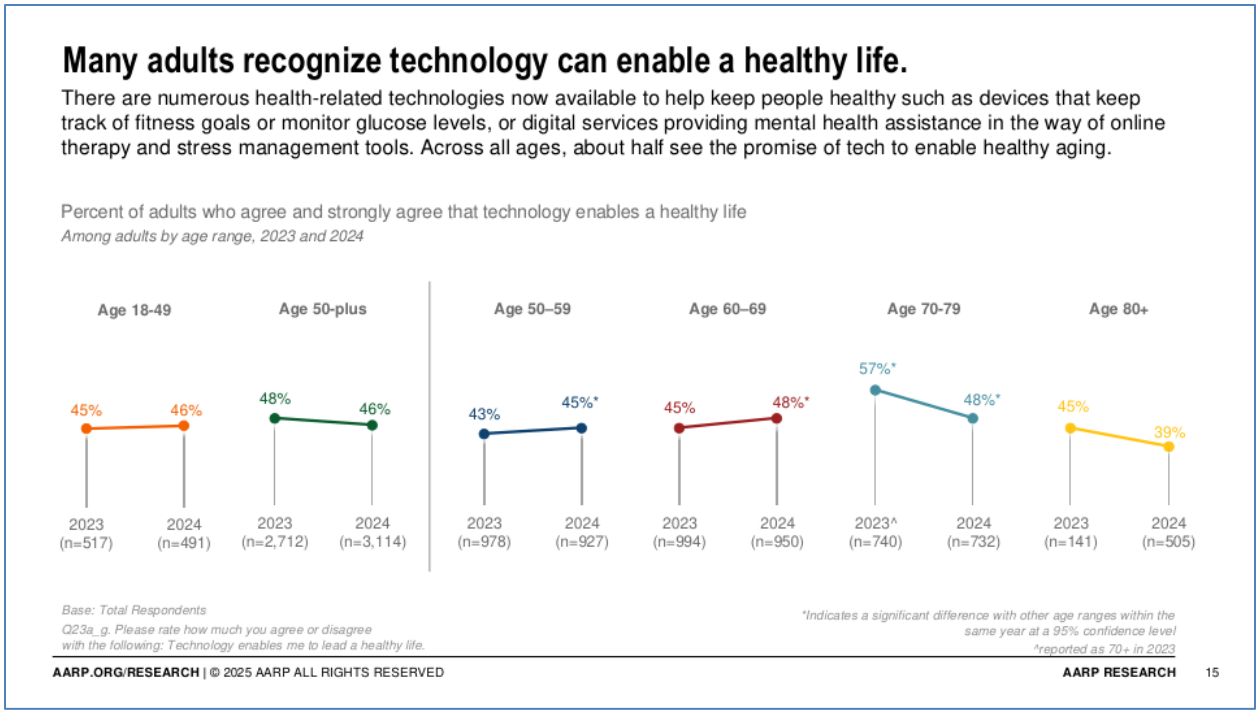

Figure 7 Adults aged 70+ did not share the same view **Source: AARP Tech Trends 2025**

The senior housing industry sees technology as a growing priority. The pandemic placed a spotlight on major gaps in senior housing adoption of technology. As new construction slowed, occupancy loss has been largely recovered. And organizations began to experiment with and deploy AI to optimize scarce labor resources. But during 2025, the industry will have to make more technology investments that matter to prospective residents at the same time as overall senior living costs rise with 2025 starting out average $68,000 per year (See **Figure 8**).

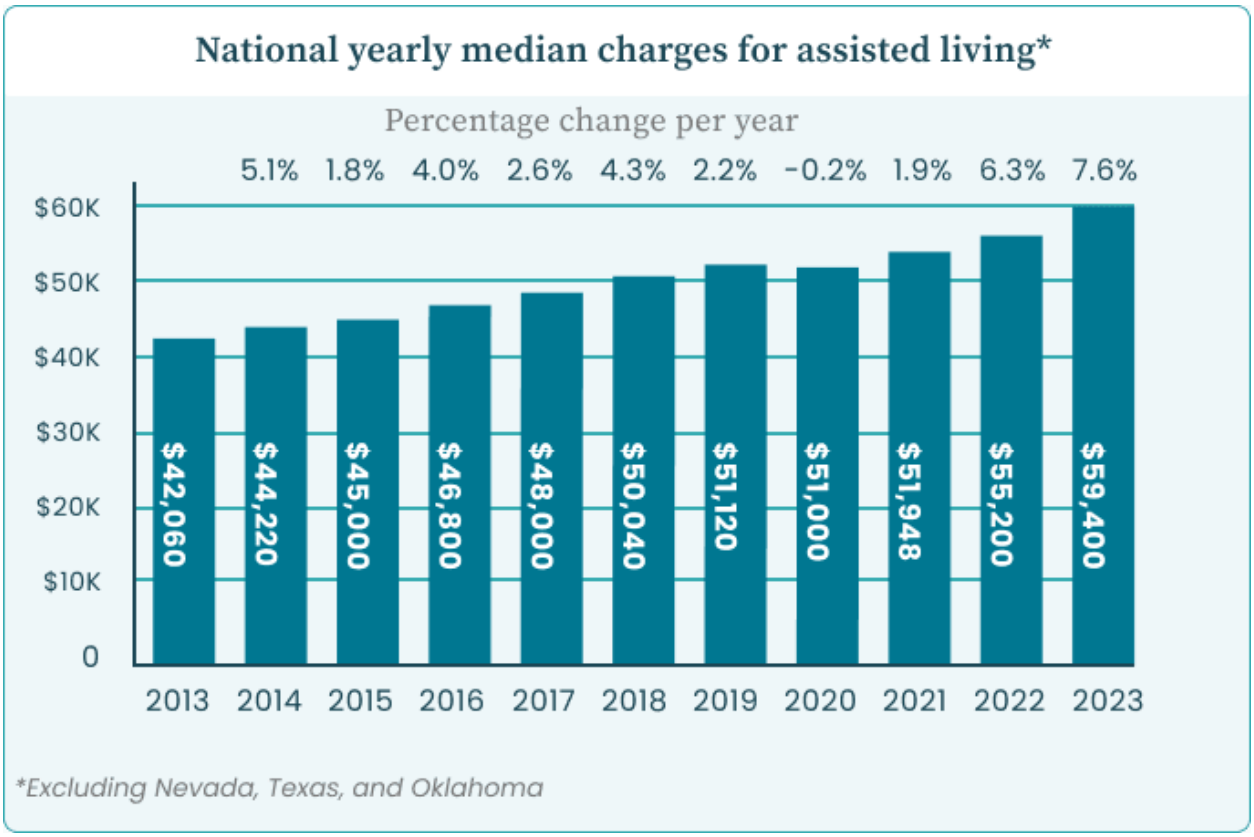

Figure 8 Senior living costs have grown over time

What tech matters in 2025 for residents of senior living? Broadband access, video, telehealth capabilities, and digital access will have growing importance. They will be key to senior-living's wellness-related offerings. As more residents bring in their own devices, some communities are considering the role of tech concierge to assist them, removing pressure from other staff members, who may spend nearly 20% of time helping residents with devices.

Fall detection moves from the body into the room(s), using sensors enhanced with AI. Mitigating fall risk is increasingly important for the wellbeing of older adults – the number of falls is rising each year, with falls accounting for 25% of hospital admissions – and many of those individuals no longer able to live independently. In senior living settings, new offerings have emerged recently seeking to detect falls and fall risk without a wearable, using a scale, radar, heat, cameras, video recording, sound – leveraging AI in all of these.

Voice tech is eclipsed by the boom in AI overall. Spoken requests are now only one of the interface options for interacting with technology. As shown at CES 2025, smart sensing technology, gestures, and AI-enabled conversations may use voice as one interaction method to enable older adults to communicate their way – once they are aware and trained on how to take advantage of growing number of AI-enabled features.

'AI everywhere in 2025' ushered in a new Consumer Electronics Show (CES). Considering the plethora of AI-related topics and presenters, what will have staying power in 2025 and beyond? Most did not see the impact of ChatGPT before November, 2022 and its future gain of more than a billion regular users. For that matter, they did not see the anxiety level that AI has generated among government organizations or the impressive uses of AI in medicine, documentation, and care work – consider the rise of the AI caregiver. In 2025, the odds are good that new tech, most of it aided by machine learning and generative AI, will continue to prove its utility – in the home, at the office, in healthcare, and in the care of older adults.

MUST-HAVE TECHNOLOGY AUGMENTS, DOES NOT REPLACE FAMILY ROLES

An increasingly tech-oriented society makes older adult tech adoption critical. In a world today where banking, food and clothing shopping is increasingly online – and where information about available resources has moved from a physical library to the online library, the days of relying on others to find information are rapidly dwindling. AI tools are enablers for smarter online search – helping older adults find what they need – soon they have only to ask.

Categories: Technology that helps older adults age independently represents multiple market segments – each useful. But together, they complete a puzzle for a fulfilling and interactive life for older adults, enabled with the support of families and caregivers and will include the sub-categories as follows (see **Figure 9**). Examples are offered beginning on page 19.

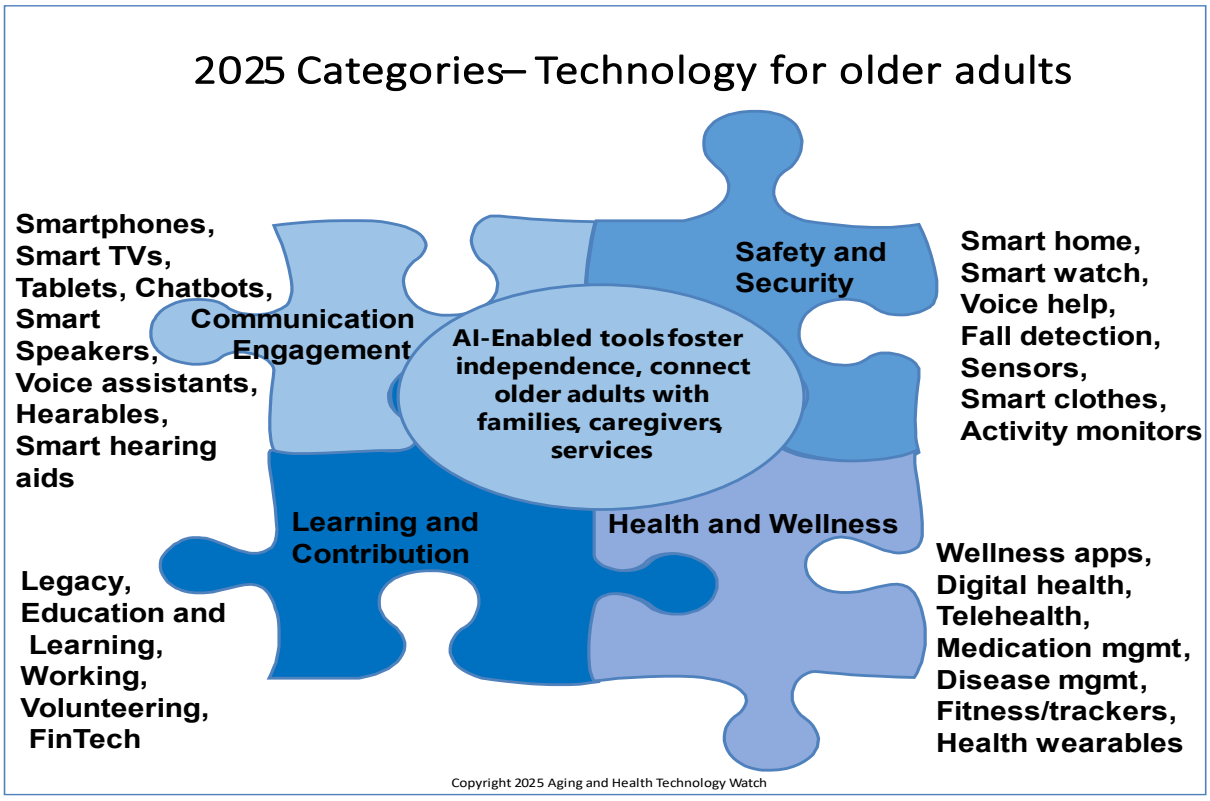

Figure 9 AI will power most technology categories for older adults

Communication and engagement. For all ages, isolation is increasingly untenable without the technology to connect to others. As 2025 begins, tech vendors used the Consumer Electronics Show in Las Vegas to launch a gaggle of gadgets to mitigate life barriers from hearing loss to limited mobility to social isolation to health limits. In this category, notable change includes:

- **Voice market ages, transforms into home infrastructure.** The 2024 versions of voice-first interfaces on smart speakers are no longer ground-breaking – 64% of Americans now own one. Future growth is slowing due to market saturation, as well as improved smartphone capabilities. But smart speakers may be integral to the smart home market which is growing at an annual rate of 6.6% through 2029. And smart home devices like TVs and appliances will soon all be voice-activated.

- **Ubiquity of voice assistants but low adoption of OTC hearing aids.** Sixty-two percent of US adults are using voice assistants on any device (including in-car, in-ear, at a-drive-thru). And the hearing technology market, first disrupted by hearables, saw its biggest disruption beginning in 2022 – FDA approval of OTC hearing aids, driving the average price downward by as much as $3000, driving sales online and into retail stores like Walmart. However, only a small percentage of those who could benefit have acquired them – possibly due to lack of awareness or confusion.

Safety and security. Aging in place requires a home free from obstacles and dangers, especially for the 44% of women aged 75+ who live alone. The traditional PERS pendant industry's growth is slowing and vendors are stepping into the reimbursed Remote Patient Monitoring (RPM) market. The pivotal entrance of Apple's fall detection legitimized the market for caregiving smart watch wearables with fall detection. Other vendors are now offering voice-enabled PERS services.

Health and wellness. The abrupt shutdown of health visits during the pandemic triggered frenetic adoption of telehealth – now firmly entrenched as a care option on a smart phone, tablet or even on a TV. Even as patients returned to office visits in 2023, most Medicare Advantage plans offered telehealth as a visit choice, along with hearing, vision, and dental options. Remote patient monitoring (RPM) is also on a growth trajectory, as many as 70 million users by the end of 2025 and will likely grow as a service offered by home care agencies. RPM gathers live data from medical devices like heart rates, blood pressure, glucose levels, weight, and measurements for specific chronic conditions. During 2024 the federal government issued a guide for providers about telehealth and RPM.

Learning and contribution. Experts have noted that once the basic needs of communication, safety, and health are addressed people have both the need and capacity for more. This includes learning new job-related skills, staying aware, connected, and active in society and contributing through online volunteering. Organizations like AARP, GetSetUp and OATS Senior Planet Digital strive to help an older person learn a broad range of new skills.

2024 Technology Trends Drive Adoption in 2025

Across consumer devices today, older adults will find assistive features (for vision and hearing limitations) that are built in. AI will be used to identify behavioral trends and patterns across multiple categories. But older adults would benefit greatly if vendors and stores selling devices (or providing training) spent more time introducing them to those features – considering their utility, but documented user lack of confidence in technology to manage a chronic health condition use (see **Figure 10**).

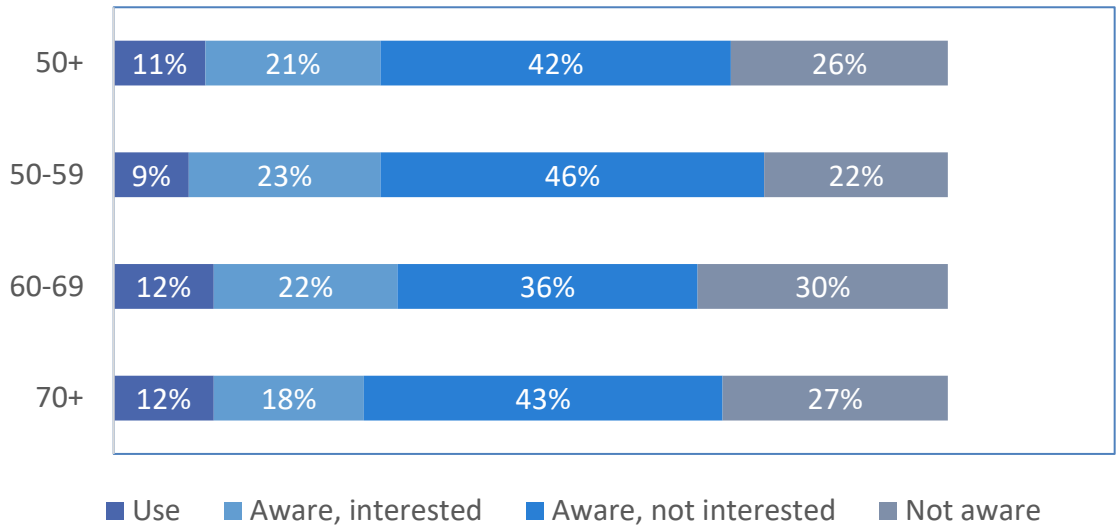

Figure 10 Confidence in use of technology to manage health condition Source: AARP

AI is in front and behind the scenes for healthcare, caregiving and the smart home. The introduction of ChatGPT in late 2022 could have disrupted the ad model of Google search. Yet Google saw the opportunity and delivered AI-enabled search in May of 2024. Today ChatGPT can not only understand speech and talk but can also see using the phone's camera. The availability of a growing trove of data about our own behavior will likely enable more useful tasks, health-related insights and advice. Many express concerns about 'guardrails' and well-documented biases and mistakes of AI tools. But there is a trajectory of scarcer resources, a growing older population, and diminishing number of healthcare providers to care for them.

Sensors of every type contribute to the Internet of Medical Things (IoMT) and smart home. Accumulation and examination of data underpins the growing use of AI-enabling analytics that will augment simple monitoring and alerts, supporting smarter use of health and senior care staff in this time of high turnover**.** The Internet of Medical Things (IoMT) is evolving to enable machine-to-machine communication. With multiple new entrants, expect within the next few years that the IoMT and the smart home space will help the home be a participating caregiver, with pattern analysis, detecting change, and prediction of safety and health risks in the home.

HOW DOES THE TECHNOLOGY MARKET FOR OLDER ADULTS EVOLVE?

As 2025 began, the oldest baby boomer has turned 79. The population aged 65+ exceeds 58 million. Because of the sheer size of the older adult market, vendors see them as constituents of the market of technology for multiple age and health segments, though in the consumer product category their opinions are still often ignored (see The User Experience Needs An Upgrade).

Fragmentation endures. The marketplace of products and services today is still fragmented, with ever-shifting cottage industries comprised largely of startups, challenged by channel complexity and end user resistance. But according to AARP's Longevity Economy projections, the 50+ population will control 51% of technology spending by 2030. That market will be dominated by the largest players, who will acquire a plethora of startups. The benefit of new tech will accrue to most but will challenge users at every product introduction. Service providers, caregivers for older adults, and senior living organizations will need to keep up. What's next (see **Figure 11)**?

AI will be everywhere and for everyone. Consider that at the very end of 2022, a new offering, ChatGPT, emerged from OpenAI, funded in the billions by Microsoft and others, that puts online access to information in a smart new light – Google, in particular, reacted quickly to fix its list-of-links search engine.. ChatGPT has absorbed a great deal of knowledge and text understanding land competitors soon followed. By 2023, AI technology had already provided many benefits for older adults and even more striking, for those who care for them. More recently it has shown its utility in senior living organizations as well.

Older adults will adapt to tech change and new technology will adapt to them. When an 88-year-old neighbor is filming fireworks with his smartphone, it is easy to see that times have changed. If an affordable technology can be found that meets a personal need (or answers a compelling question), people will find it and get it to work. Remember encyclopedias – we now cannot imagine ANY process that would again make them useful. Could tech training be more readily found? Soon all devices default to 'Accessibility' and age-friendly security options.

In-home healthcare services will further expand. Hospital closures accelerated in 2024 combined with a national shortage of physicians – accelerate the need for health care delivery in the home. Telehealth services to replace or supplement in person visits will remain as an offering likely throughout 2025 and beyond. Dispatch Health's in-home urgent care is now available nationwide and urgent care centers are growing at a rate of 7% per year. Remote patient monitoring (RPM) moves more post-acute care into the home – regulatory changes in the past year contributed to the growth of in-home care. Older people, consumers of a significant portion of healthcare spending, will need and use many of the digital health technology categories.

Smart displays and interfaces will be ubiquitous. For older adults, touchless technologies and voice-enabled interactions are ideal, especially when accompanied by a display of large font text and engaging how-to-cook videos. Why? Because it is easier for them – turning frustration into a valued service world in which what you say should get you what you need. Voice interfaces will migrate to be expected infrastructure in smart displays and apps, added to every feasible

appliance, device, and vehicle. They will have widespread use in independent and senior living, since many older adults will bring them along at move-in time.

Sensor technology shrinks – and changes form. Sensor technology failed to meet its promise a decade ago. But the tech has changed – now sensors offer Wi-Fi and room-based fall detection (even in a steam shower) or even clinical ambient listening. There are wearables that can predict the onset of stroke, track home blood pressure, as well as fit into Air Tags or Smart Tags that can pinpoint the location of a purse, phone (or suitcase) left behind or even a person who is lost.

Caregiver shortages boost in-home monitoring. Fifty-three million Americans or one in 4 American adults are providing care to someone with health or functional needs – in short, they are family caregivers. The intersection of three simultaneous trends of aging alone at home, the worsening caregiver shortage and worker turnover, means that interest in monitoring technology in the home will grow, including easier-to-integrate home hubs that can manage sensors, smart doorbells or fall detection without wearables. As the population ages, both concierge healthcare and concierge home and home health care services are set to expand – each tailored to individual needs, as well as compensating for worker shortages in standard offerings.

Many tech offerings are still too hard to set up and use. With the aging of baby boomers, offerings like Support.com (help with any connected device) will tailor messages to reach an older adult audience. Cyber-Seniors trains young people to be technology tutors for older adults. National efforts (like the OATS-AARP collaboration) will further attempt to make tech training available for older adults new to a technology in 2023. On the flip side, tech innovators should offer their own Accessibility (Apple) options or Easy Mode (Samsung) – defaults or quick set of options that can be expanded, or set up via remote configuration by family for in-home tech.

Changes 2025, beyond	FROM	TO
Telehealth, Remote Patient Monitoring	Covid-driven reimbursement	CMS permanently reimburses
Concierge services grow	Limited health and home care	Growth of each targets well-to-do boomers
Voice First technology	Smart speakers, Voice assistants	Now one of multi-mode interactions
Hearing technology	High price hearing aids, sold through audiologists	Hearables, low-cost OTC hearing aids, self-service
Caregiver technology	Assisting care workers	In care, supplements in-home monitoring
Fall detection	On body pendant, private pay	Wrist, in-room and Wi-Fi-enabled, reimbursed
Location technology	GPS device, phone locate, 911 call centers	Smart location sensors integrated with 911
Tech training for Seniors	Fragmented, senior center	Online and nationwide
Access to information	Driven by search vendors	Enabled by AI chatbots

Figure 11 Where is the market heading for technology and older adults

2025 Technology Categories and Vendors (Examples)

For inclusion as an example-only technology to facilitate aging, the vendor meets two of these criteria (those firms listed are only examples, not an exhaustive list). In addition, please note that the "**" entries can be new for this publication of the 2025 Market Overview, though they may have been in business previously, or have a new product for 2025. The criteria:

a) Incorporate messaging to and about boomers and/or seniors – or their family or professional caregivers.
b) Is expected to be broadly available, not just in a single region.
c) Addresses one or more categories described in this document.

	Sub-Category	Purpose	Platform	Contact
Category: Communication				
Botco Chatbot	Chatbot for websites	Senior care	Reduce labor, answer questions	Botco.ai
Blooming Health	AI-enabled engagement	For Supportive housing	Community engagement	Gobloominghealth.com
ChatGPT	Chatbot	Conversational AI	Uses Bing to search	Openai.com
Concha Labs	Hearing Aid	Personalized styles	Self-fitting, OTC	https://conchalabs.com/
ElliQ	Robotic	Mitigate Social isolation	Table top social robot with caregiver role	Intuitionrobotics.com
Genie	Scam detect	Phone-based App	Stops spam, scams	Lifesgenie.com
Google Gemini**	AI	Conversational AI	ChatGPT competitor	Gemini.google.com
grandPad	Senior tablet	Simple interface	Android	grandpad.net
Elihear BeyondPro**	Hearing Aid	Real-time AI Translation	Tinnitus masking	Elehear.com
HeardThat	Hearing	Hearing assistance	Smartphone	heardthat.ai
Tuned**	AI hearing platform	Self-fitting		Tuned.in
Inspiren	Remote Monitoring	Resident care	AI platform	Inspiren.com
Kinoo Video	Engagement	Family, grandchildren	Animals used as communication tool	Kinoo.com
Perplexity**	AI-enabled search	Conversational AI	Summarizes any article	Perplexity.ai
MyndVR	Virtual reality	Assisted Living, Home	Experience Headset	myndVR.com
	Hearables	IQ Buds Boost, Max	Hearing aid, Google, Siri Integration	nuheara.com
Onscreen Joy**	TV Video calls	Calls, messages on TV	Cellular or Wi-Fi	Onscreeninc.com
Raz Mobility	Cell phone	For dementia care	Remotely managed	Razmobility.com
Rendever Alcove Sanctuary**	Virtual Reality	Senior engagement	Customized VR Experience Headset	rendever.com
SingFit	Music Therapy	Dementia care	Activities, sing-along	singfit.com
Senior Planet Digital	Community tool	Older adult tech training	New skills and community site	OATS.org
Taproot	Dementia	Assist caregivers	Offer interventions	Taprootella.com
Telecalm	Dementia	Blocks unwanted	Safe phone service	Telecalmprotects.com
JubileeTV**	Senior TV	Manage remotely	Multiple categories	Get JubileeTV.com

Category: Home Safety, Security				
Apple AirTags	Finding lost items	Can tag anything that FindMy finds	Will alert to item left in the home	Apple.com
CareVoice	Wearable	Senior health monitoring	Predictive analytics	carepredict.com
Envoy at Home	Sensors plus iPhone app	Scans environment	Continuous checking of sensors for issues	Envoyathome.com
Best Buy Lively App	Mobile PERS	Paired with Lively Wearable 2	Call center	Bestbuy.com
ButlrCare	Ambient monitoring	Heat sensors	Tracking change in status, senior living	Butlr.com
Caspar.ai	Smart home	'Distributed AI'	Activity patterns, motion	Caspar.ai
Care Daily	AI caregiver	People, places, things	Branded virtual assistants	Caredaily.ai
Careforth	Caregivers	Rebrand Seniorlink	Family, prof caregiver	Careforth.com
Connect America	Virtual health assistants	PERS, RPM, home monitoring	Platform	Connectamerica.com
FallCall	Fall Detect	Apple Watch	Call center	Fallcall.com
EchoCare	Non-wearable	Remote monitoring	Early detection, prevention	EchoCare.ai
Grandcare Systems	Remote monitoring	HIPAA-compliant telehealth	Social engagement, video calls	Grandcare.com
iGuard Stove	Stove shutoff	Activity monitor	Shuts when room is unattended	Iguardfire.com
Kami Fall Detect Camera**	Fall detect	Edge-based camera	Memory care, assisted	Kamivision.com
LogicMark Freedom Alert Max**	Fall detect	Med reminders	Built-in cellular phone with geofencing	Logicmark.com
SafelyYou	AI/Video	Fall Detection	Captures short videos	Safely-you.com
SensorsCall	Home monitoring	Smart night lights	Monitor patterns, alert, no call center	Sensorscall.com
TrelaWear	MobilePERS	PERS Jewelry	Paired with FallCall response center	trelaware.com
UnaliWear	Mobile PERS watch	Voice-enabled mobile PERS	Bluetooth low energy	unaliwear.com
VirtuSense	AI Fall prevention	Sensor-based monitoring	Health monitoring	Virtusense.ai
Vayyar Care	Ambient monitoring	Sensors	Tracking change in status	Vayyar Care
Zemplee	AI Remote monitoring	Placed sensors throughout home	Track patterns of older adults	Zemplee.com

Category: Health Wellness

Ageless Innovation	Pet Companion	Pet and Games	Robotic pets	Agelessinnovation.com
AppliedVR	Virtual Reality	Pain education & management	Distraction and coping tools for pain	appliedvr.io
Biomotum**	Ankle bracelet	Mediate stiffness	Wearable, app	biomotum.com
Bio IntelliSense	Remote care, BioButton	Medical grade remote care tech	Multiparameter monitoring at home	biointellisense.com/
Braze Mobility	Sensors	Blind spots for wheelchairs	Audio, visual, vibration alerts	Brazemobility.com
Canary Speech	Digital biomarkers	Detecting health issues by voice	AI speech technology	Canaryspeech.com
CoroHealth	Music	Therapeutics	Reduce agitation	Corohealth.com
eSight	Vision Wearable	Enhances low vision	Improve acuity	eSightwear.com
Electronic Caregiver Group	AI-enabled health hub	Addison Care	24x7 care support	Electroniccaregiver.com
Embr Wave**	Thermal heat pump	Temperature regulation	Wrist worn	Embrlabs.com
GyroGear Glove	Hand stabilizer	Parkinson's, Essential Tremor	Battery charging	gyrogear.co
HandsFree Health	Voice assistant	Voice-enabled, health assistant	HIPAA compliant reminders	handsfreehealth.com
Kalogon Orbiter Med**	Smart cushion	Seating pressure relief	Smartphone app for wheelchair cushion	Kalogon.com
Independa HealthHub	Senior-focused hub	Smart TV partnered with LG	Health offerings accessible via TV	Independa.com
Health Hive**	Healthcare coordination	Family engagement	Facility to facility	Healthhive.org
MedSign	Set top box	Telehealth	Qortex – TV platform	medsign.com
MediSafe	Medication compliance app	Notifies 'Medifriend' if doses are missed	Deployed in partnership with pharma, research	medisafe.com
MedWand	Telehealth	Vital signs, any location	Virtual care device, software	Medwand.com
Lucid**	Music Therapy	Mental health	Dementia	Lucidtherapeutics.com
NextStride	Movement	Cues to brain	For Parkinson's, other	NextStride.com
Rippl**	Dementia care			Ripplecare.com
OneStep	Physical therapy	Analyzes walk	Smartphone app	Onestep.co
Omcare**	Healthhub	Medication dispensing	Video	Omcare.com

OrCam Pro Read	MyEye3	Help low vision	AI powered aloud	Orcam.com
Ready SetCare	Caregiver tool	Personalized care plan	Benefits finder, care plan	Readysetcare.com
Reemo Health	Health Smartwatch, analytics	Remote mobile health platform	Senior living, senior care, healthcare	reemohealth.com
Nonin TruO2**	Pulse Oximeter	No prescription required	Long battery life	Nonin.com
Sensoria Smart Clothing	Plantar pressure readings	Detecting falls, diabetic foot issues	Textile sensor technology	Sensoriahealth.com
mii health**	Monica	Conversational AI assistant	For use in home	miihealt.ai
VitalTech	Connected Care	Remote patient monitoring	Patient health, wellness	vitaltech.com
Vivo	Online	Strength training for seniors	In-home with trainer	teamvivo.com
Withings OMNIA 360**	Central Health Hub	Consolidates data from wearables	Concept product	Withings.com
Xander Kardian	Radar monitoring	Remote monitoring, patient recovery	Chronic conditions	Xkcorp.com
Zibrio Advantage	Smart scale	Evaluates weight	Predicts future falls	Zibrio.com
Finance/Transportation				
Cake**	Planning	Post loss support	End of Life Platform	Joincake.com
Golden Financial	Financial	Account organization, bill paying	Includes financial care specialists	Joingolden.com
Papa	Family on demand	Transportation, chores, socializing	Health plan reimbursed service	papa.com
EverSafe	Fraud protection	Seniors and families	Detection and alert system	eversafe.com
SilverBills	Financial	Older adult service	Concierge billpaying	Silverbills.com
TrueLink Financial	Financial	Protect assets and track payment activity	Payment cards, investment management	truelinkfinancial.com
Category: Caregiving (Platform, Apps)				
Aloe Care	Digital care assistant	Voice-activated	Care coordination	get.aloecare.com
BrioCare	Care coordination	Voice-activated	Alexa and smartphone app	briocare.us
Care Predict	Care management	GPS tracking, reporting	Care professionals	carepredict.com

Caring.com	Elder care website	Articles and search tool – all care types	Reviews from users	caring.com
Care.coach	Caregiving	Mitigate isolation	Conversational AI	Care.coach
CareYaYa	Care Marketplace	Registry of care providing students	Vetted through interviews	Careyaya.org
DME Connected	Voice-accessible	Products, Services for Healthcare use	Marketplace for Durable Medical Equip	dmeconnected.com
K4Connect	For resident, operators	Engagement, Wellness	Senior living, smart home, voice interface	k4connect.com
PointClick Care	Care management	Cloud platform	Senior living, SNF, home care	pointclickcare.com
Tcare	Family caregiving	Medicaid approved	Caregiving support platform	Tcare.ai
Category: Learning/Contribution				
Candoo Tech	Tech training	Online, installation help	Tech training older adults	Candootech.com
Cyber-Seniors	Tech training	Trained youth helping seniors	Tech mentoring for seniors	Cyberseniors.org
Discover Live	Travel	Virtual tours	Real-time	Discover.live
GetSetUp	Peer training	Online Classes	On demand learning	getsetup.io
LifeBio	Life Story	Captures stories	Older adults	Lifebio.org
MemoryWell	Storytelling	Digital life stories	Professionally written	memorywell.com
My Heritage	Family history	Stories and family tree	online tool	myheritage.com
OATS	Training	Tech, job skills	Regional workshops	seniorplanet.org
NCOA Adviser	Helping older adults	Testing, advice about new offers	Hearing aids, medical alert devices, more	ncoa.org/adviser
Storii	Audio book	Storytelling	Phone calls with meaningful questions	Storii.com
Support.com	Tech support	Telephone support	Any device	support.com

About the Author:

Laurie M. Orlov, a tech industry veteran, writer, speaker, and elder care advocate, is the founder of Aging and Health Technology Watch -- market research, trends, blogs and reports that provide thought leadership, analysis and guidance about health and aging-related technologies and services that enable boomers and seniors to sustain and improve their quality of life. In her previous career, Laurie spent many years in the technology industry, including 9 years at analyst firm Forrester Research. She has spoken regularly and delivered keynote speeches at forums, industry consortia, conferences, and symposia, most recently on the business of technology for boomers and seniors. She has a graduate certification in Geriatric Care Management from the University of Florida and a BA in Music from the University of Rochester. Laurie has provided testimony about technology at a Senate Aging Committee hearing. Her advisory clients have included AARP, Argentum, Bose, Calix, CDW, Genentech, Microsoft, Novartis, Philips, and many others. Her research reports, beginning with the most recent, include:

The Future of AI in Senior Living and Care: What's Now and What's Next

The User Experience Needs an Upgrade

The Future of AI and Care Work

The Future of AI and Older Adults

The Future of Sensors and Older Adults

Beyond DIY: The Future of Smart Homes and Older Adults

The Future of Wearables and Older Adults

The Future of Remote Care Technology

The Future of Voice First Technology and Older Adults