



IS PLANNING TO AGE 100 ENOUGH?
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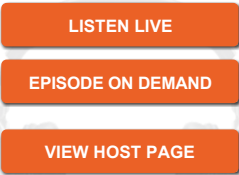
45 Forward
Monday at 12 Noon Pacific
November 15th 2021: 'Digital Therapeutics': A New Way to Treat People with Dementia

About a decade ago, Michael Potteiger and his sister, Nacole, decided to teach their 85-year-old grandmother how to use an iPad. Not only did their Gram learn how, but she is still an active iPad user and loves seeing her grand (and great) grandchildren on FaceTime. Inspired by “Gram the Great,” Michael and Nacole founded Generation Connect, a cutting-edge firm that integrates health care with technology to help people with dementia, their families and their caregiving team through “digital therapeutics”—the use of technology as a tool to implement effective non-drug therapy treatments. In tod

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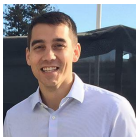


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Featured Guests



Michael Potteiger
Michael Potteiger is the Chief Operating Officer of Generation Connect, which he co-founded with his sister, Nacole, in 2013. They were inspired to pursue a career in aging after teaching their 85-year-old grandmother how to use an iPad. Michael loves working at the intersection of caregiving and technology. (He still Facetimes “Gram the Great” regularly.) He has spent his entire career working in technology consulting, and leverages his knowledge of mobile device deployment, product design, data collection, and project management to help caregiving organizations deploy tablets. Michael feels passionate about building tools for the caregiving community—the families that make difficult sacrif

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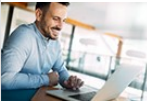
Robin Lombardo
Robin Lombardo is the Director of Business Development for Generation Connect. A veteran of the senior care industry, Robin has served in leadership positions in a variety of healthcare settings and at nationally recognized nonprofits for people with Alzheimer's disease and other dementias. Having been raised with both grandmothers at home, Robin knew that this generation had gifts to give beyond measure: to love, be loved and appreciated for all they have to offer. She helped co-author the college-accredited Alzheimer's Disease and Related Dementias ® training program for professional caregivers, which since has successfully trained over 1,000 caregivers. Robin is a Master Level Certified

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