



ABOUT THE CHALLENGE

What is the challenge objective?

In Good Company: The 2018 Optimal Aging Challenge is a global competition to improve healthy aging by leveraging the development of breakthrough technologies, community resources and other solutions to reduce social isolation and loneliness and increase engagement amongst older populations.

What is the Governor's Council to Address Aging in Massachusetts?

Massachusetts (MA) Governor Charlie Baker launched the *Governor's Council to Address Aging in Massachusetts* (the "Council") in 2017 to promote healthy aging in MA and make it the most age-friendly state for people of all ages. The Council's goals are to address current practices that support healthy aging, improve public awareness of and access to services for older adults and caregivers, and leverage innovation and technology to support aging in communities.¹

Who are the challenge sponsors?

The Competition Sponsors are [Massachusetts Institute of Technology's AgeLab \(MIT AgeLab\)](#), [Benchmark Senior Living \(Benchmark\)](#) and [GE Healthcare](#), in collaboration with Massachusetts Governor Baker's Council to Address Aging in Massachusetts. Prize Sponsors are MIT AgeLab and Benchmark.

Why is this challenge important?

Because when we engage older people to enable them to continue to live, work and volunteer in their communities we all benefit from their energy, experience and contributions. As we grow older, we want to live as independently as we can, in communities that value not only our contributions of yesterday, but also what we can offer today and tomorrow. As demographics are changing around the world and people are living longer than ever before—the rapidly expanding 60-plus population are experiencing a new set of challenges: searching for purpose and meaningful engagement as they leave life-long careers, face changes in physical capabilities, experience financial uncertainties and more. The cumulative impact of these challenges may result in social isolation and loneliness—which are known to have adverse consequences on a person's health and can cause socioeconomic problems for the individual, his/her networks and the community. New approaches, such as breakthrough thinking sought via this Challenge, will make it possible to improve the aging experience and ensure older adults remain valued members of our communities, enriching their quality of life and ours.

What are the prizes?

Up to four (4) of the most promising Entries will receive a Cash Prize of \$5,000 USD (from a total prize pool of \$20,000 USD). These Cash Prize winners also may have the opportunity to participate in prospective public/private endeavors or further engagements with Prize Sponsors with possible involvement and support of MA Council to help mature the winning solution such that it can better serve the older population and their networks. Note, all such post-Challenge opportunities are considered outside the scope of this Competition and shall be negotiated with Prize Sponsors and/or

¹ Commonwealth of Massachusetts. *Governor's Council to Address Aging in Massachusetts*. Retrieved from: <https://www.mass.gov/orgs/governors-council-to-address-aging-in-massachusetts>



Prize Sponsors' partner entities separate and apart from this competition. Prize Sponsors also may, at its own discretion and based on the merits of the proposed solution, explore an opportunity for further development and/or commercialization of an Entry, even if the Entry is not a Cash Prize winner.

See [Official Rules](#) for more details.

What is the difference between isolation and loneliness?

According to the AARP, there is a seemingly subtle, yet important, difference between isolation and loneliness. Isolation, which is more objective, can be measured by factors such as the size of one's social network, frequency of connecting with that network, availability of transportation and ability to access resources and information². Loneliness is more subjective—and refers to the feeling of being isolated and detached from friends, family and community.

Where can I learn more about optimal aging?

There is a wealth of educational material and resources available regarding optimal aging. Suggested reference:

1. **Governor's Council to Address Aging in Massachusetts** - <https://www.mass.gov/lists/governors-council-to-address-aging-in-massachusetts-reports-and-resources>
2. **Milken Institute Center For The Future of Aging, The Power of Purposeful Aging** <http://www.milkeninstitute.org/publications/view/838>
3. **Executive Office of Elder Affairs 2017 Annual Legislative Report** (<https://www.mass.gov/files/documents/2018/06/14/Elder%20Affairs%202017%20Annual%20Legislative%20Report.pdf>)
4. **Massachusetts State Plan on Aging 2018-2021** (<https://www.mass.gov/files/documents/2018/06/14/MA%20State%20Plan%20on%20Aging%202018-2021%20Approved.pdf>)
5. **Department of Public Health Suicide Data** – most recent data bulletin (<https://www.mass.gov/files/documents/2018/06/11/suicide-data-bulletin-winter-2018.pdf>) or general information and data (<https://www.mass.gov/lists/suicide-prevention-data-and-resources>)
6. **Massachusetts Healthy Aging Collaborative Data Report and Community Profiles** - <https://mahealthyagingcollaborative.org/data-report/explore-the-profiles/>
7. **MeHI's Caregiver and Digital Health: A Survey of Trends and Attitudes of Massachusetts Family Caregivers** - <http://www.mehi.masstech.org/sites/mehi/files/documents/MeHI%20Caregivers%20and%20Digital%20Health%20Report%202017.pdf>
8. **UMass Boston's Center for Social and Demographic Research on Aging Elder Economic Security Index** - https://www.umb.edu/demographyofaging/elder_economic_security
9. **MIT AgeLab** - <http://agelab.mit.edu/about-agelab>

² AARP. *About Isolation*. Retrieved from: <https://connect2affect.org/about-isolation/>



10. **Benchmark Senior Living** - <https://www.benchmarkseniorliving.com/>

CHALLENGE OPERATIONS

When does this challenge take place?

The Competition commences on July 9, 2018 at 9:00am EDT and the deadline for submitting an Entry is September 28, 2018 at 5:00pm EDT. Winners will be announced on or around mid-December 2018.

Who is eligible to participate in this challenge?

This is a global challenge open to all individuals who are aged 18 or older or the age of majority in said individual's geographic location at time of entry and to all validly formed legal entities that have not declared bankruptcy, who are not on any blocked parties or entities lists maintained by the U.S. Government. Employees and contractors of GE, those appointed to the Governor's Council to Address Aging in Massachusetts, MIT AgeLab, Benchmark and BrightIdea and any of their respective affiliates or subsidiaries, as applicable, are not eligible to enter.

Can I submit more than one Entry?

Yes, multiple entries are permitted.

Can individuals collaborate to submit a single Entry?

Yes, multiple individuals or entities may collaborate to submit a single entry. See Official Rules (<http://bit.ly/InGoodCompanyRules>) for complete details on submitting an Entry as a team or entity.

Where do I submit my Entry?

Instructions to complete an Entry can be found on the challenge website: <https://gex.brightidea.com/InGoodCompanyChallenge> . Click the "Submit Idea" button to begin your submission.

How will the ideas be evaluated?

Submissions will be evaluated against, but not limited to, the following Judging Criteria: perceived effectiveness in reducing loneliness and isolation for the aging population, prospective applicable market size, pathway to be affordable and accessible across diverse populations, and commercial viability. For more detail on the judging process, see the Official Challenge Rules (<http://bit.ly/InGoodCompanyRules>).

Who are the judges?

The judging and award determination will be made by a panel of at least five (5) judges comprised of the GE employees associated with the GE Healthcare business, Benchmark Senior Living employees, and MIT AgeLab employees, in collaboration with the MA Aging Council (the "Judges Panel"). The Judges Panel may seek additional specialized input from a series of experts, as needed.



What happens after the challenge?

Cash prize winners also may have the opportunity to participate in prospective public/private endeavors or further engagements with Prize Sponsors with possible involvement and support of MA Council to help mature the winning solution such that it can better serve the older population and their networks. Note, all such post-Challenge opportunities are considered outside the scope of this Competition and shall be negotiated with Prize Sponsors and/or Prize Sponsors' partner entities separate and apart from this competition. Prize Sponsors also may, at its own discretion and based on the merits of the proposed solution, explore an opportunity for further development and/or commercialization of an Entry, even if the Entry is not a Cash Prize winner.

What about intellectual property ("IP") rights?

All Entries must not include or otherwise disclose confidential information. By submitting an Entry and participating in this Competition, you are not granting Sponsors any rights to any existing or future patents related to technology described in your Entry. However, you are granting Competition Sponsors the unrestricted, royalty- and fee-free right to use, reproduce, distribute, create derivative works based upon, implement and disclose any submitted ideas and materials to the extent they are not covered by an issued and enforceable patent, and to allow others to do the same. Any post-challenge opportunities their associated management of IP are considered outside the scope of this Competition and shall be negotiated with Prize Sponsors and/or Prize Sponsors' partner entities separate and apart from this Competition.

What if I have additional questions or need technical support to submit my Entry?

We're here to help! Please reach out to the GE **GENIUSLINK** team (ge.geniuslink@ge.com).