

The Mature Market Resource Center's

 New Product
 & Technology
 Awards[®] 2015

Recognizing Innovative Products & Services
for Older Adults and Their Families.

WINNERS

American Specialty Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
SILVER	Silver&Fit Program	Health Insurer	Fitness / Wellness Products & Services	American Specialty Health
BRONZE	Silver&Fit YouTube Page	Health Insurer	Social Media: YouTube	American Specialty Health
BRONZE	Silver&Fit Social Events	Health Insurer	Entertainment / Leisure	American Specialty Health
BRONZE	Silver&Fit Connected!	Health Insurer	Web-based Resource / Tool	American Specialty Health
MERIT	The SilverSlate Newsletter	Health Insurer	Publications / Media: Newsletter	American Specialty Health
MERIT	Silver&Fit Website	Health Insurer	Website	American Specialty Health
MERIT	Silver&Fit Healthy Aging Classes	Health Insurer	Online Education / Training	American Specialty Health

Bluespire Senior Living

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
MERIT	Adult-Child Module — Community Center	Business (less than 500 employees)	Web-based Resource / Tool	Bluespire Senior Living
MERIT	myBrochure — Community Center	Business (less than 500 employees)	Web-based Resource / Tool	Bluespire Senior Living

Breezie

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
BRONZE	Breezie	Business (less than 500 employees)	Digital Devices	Breezie

Crossnore Group LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
GOLD	Living Creatively Annual Report 2014	Housing	Publications / Media: Magazine	Westminster

eCareDiary Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
MERIT	eCareDiary — Caring for a Loved One? Let us help...	Business (less than 500 employees)	Other / Miscellaneous	eCareDiary Inc.

Generation Connect

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
MERIT	iRelevance Learning System	Business (less than 500 employees)	Online Education / Training	Generation Connect

GeriJoy

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
GOLD	GeriJoy Connected Care	Business (less than 500 employees)	Health Products, Services, and Programs	GeriJoy

GTX Corp

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
BRONZE	GPS SmartSole	Consumer Product Company	Wearable Technology Products	GTX Corp

Immersion Active

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
SILVER	Alzheimer's and Other Dementias Daily Companion	Other Organization	Mobile Application: Caregiving	Home Instead Senior Care

JBS International, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
SILVER	Volunteer for Alzheimer's Research Portal	Government (Local, State, Federal)	Portal	National Institute on Aging, National Institutes of Health
BRONZE	"Alzheimer's Research Needs YOU!" Clinical Trials Awareness Infographic	Government (Local, State, Federal)	Infographic	National Institute on Aging, National Institutes of Health
MERIT	Talking With Your Doctor Presentation Toolkit	Government (Local, State, Federal)	Web-based Resource / Tool	National Institute on Aging, National Institutes of Health

Life Assist Technologies

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>ORG. ON CERTIFICATE</u>
BRONZE	Reminder Rosie	Consumer Product Company	Health Management Products / Programs	Life Assist Technologies

Lively, Inc.

AWARD **ENTRY TITLE**

SILVER Lively Safety Watch

DIVISION

Business (less than 500 employees)

CATEGORY

Safety Products and Services

ORG. ON CERTIFICATE

Lively, Inc.

NavGate Technologies

AWARD **ENTRY TITLE**

MERIT CareOptions Family Healthcare Advisory Program

DIVISION

Other Organization

CATEGORY

Web-based Resource / Tool

ORG. ON CERTIFICATE

Navgate Technologies

Sit and Be Fit

AWARD **ENTRY TITLE**

SILVER Chair Exercise Basics Course

DIVISION

Other Organization

CATEGORY

Fitness / Wellness Products & Services

ORG. ON CERTIFICATE

Sit and Be Fit

The Goodman Group

AWARD **ENTRY TITLE**

SILVER The Palms of Largo Website

DIVISION

Hospital / Health Care System

CATEGORY

Website

ORG. ON CERTIFICATE

The Goodman Group

Ultratec, Inc.

AWARD **ENTRY TITLE**

BRONZE CapTel 2400i

DIVISION

Consumer Product Company

CATEGORY

Communications Devices / Products

ORG. ON CERTIFICATE

CapTel Captioned Telephone
