

## Sixth Annual New Product & Technology Awards® Announced

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The *Mature Market Resource Center*<sup>SM</sup> recently announced the winners of its sixth annual *New Product & Technology Awards*<sup>®</sup> — which recognizes innovative products and services for older adults and their families.

The 2016 competition featured more than 70 entry categories. Product, service, and technology entry categories included assistive devices, computer technology/software, fitness/wellness, health products & services, medication management, safety, and more. Web-based or mobile resource categories included e-newsletters, mobile applications, social media, and websites.

Award winners for the product, service and technology categories included Watermark Retirement Communities for *Thrive Dining*<sup>™</sup>; Eversound for the *Eversound Group Listening System*; Dose Health for *Dose Dispense*; and Brush Development for *Personalized Strategies for Dementia/Dementia Coaching*.

Award winners for the web-based or mobile resources included Parker Home for its *Parker Home Website*; NavGate Technologies for its *CareOptions Family Healthcare Advisory Program*; and The Goodman Group for its *The Village Health Care Center Website*.

The distinguished panel of judges for the 2016 competition included representatives from Belmont Village Senior Living, Success in Aging Centers, Inc., Home Care Technology Report, and Laura Mitchell Consulting.

Sponsors for the 2016 awards include American Society on Aging; Rowan Consulting Associates; and American Custom Publishing.

The *Mature Market Resource Center*<sup>SM</sup> (MMRC), organizer of the *New Product & Technology Awards*, is a national clearinghouse for professionals who work in senior markets. In addition to the *New Product & Technology Awards*, the MMRC organizes the *National Mature Media Awards*<sup>SM</sup>, the nation's largest program of its kind ([seniorawards.com](http://seniorawards.com)), *National Senior Health & Fitness Day*<sup>®</sup> the nation's largest older adult health and wellness event ([fitnessday.com](http://fitnessday.com)), and the *Mature Fitness Awards*<sup>SM</sup>, the first national fitness recognition program for older adults ([fitnessday.com/mfa](http://fitnessday.com/mfa)).

For more information about the 2017 New Product & Technology Awards<sup>®</sup> competition, including deadlines and exclusive sponsorship opportunities, please contact Gary Ford at 1-800-828-8225. E-mail: [gford@seniorawards.com](mailto:gford@seniorawards.com)