



FOR IMMEDIATE RELEASE

HONOR INTRODUCES INNOVATION ALCOVE AT SAGE/2019

Showcase to feature latest tech innovations for the aging Boomer market powered by robotics, AI, virtual reality, and machine learning

REDONDO BEACH, Calif., August 20, 2019 – Home care leader [Honor](#) announced today the startups participating in the Innovation Alcove at the company's upcoming inaugural conference SAGE/2019 - Building Better Ways to Age. A new type of conference designed to address today's biggest challenges and innovations in aging well, SAGE/2019 will feature the Innovation Alcove during the day-long gathering Tuesday, September 10, 2019 at the [Portofino Hotel & Marina](#) in Redondo Beach, CA.

"Honor was one of the first startups to secure funding in the senior space and over the past four years, we've become one of the leading technology platforms to deliver better home care for older adults," said Seth Sternberg, co-founder and CEO of Honor. "We're excited to see more startups entering the digital health and broader aging market—and using the latest technology to help create better care for our parents."

Honor is pleased to offer SAGE attendees an opportunity to test drive a range of tech-powered new products and services for older adults. The five startups showcasing their designs in the SAGE/2019 Innovation Alcove are:

TOMBOT

Founded by CEO Tom Stevens, Tombot makes robotic emotional support animals to improve quality of life for those who cannot safely or practically care for a live pet. Originally designed to meet the specific medical needs of seniors with dementia, Tombot Puppies are also used to help children with autism, adults with major depressive disorder, anxiety, or PTSD, and for long inpatient stays and arduous outpatient treatments at hospitals. At SAGE/2019, attendees will meet Jennie a robotic Yellow Labrador Retriever puppy modeled after Golden Bear, the beloved dog of Stevens' mother who suffered from dementia.

[CherryHome](#)

CherryHome is a remote caregiving and senior monitoring solution by startup Cherry Labs. Cherry devices recognize people and activities and let caregivers know if anything of concern may be present in the home. CherryHome works to empower caregiving agencies to safely monitor in-home situations with seniors.

[DevaWorld by Mentia](#)

Mentia provides frontline staff with the missing piece in non-medical home support: cognitive care. Mentia brings creative digital thinking to person-centered care, putting recreational and social therapies at a caregiver's fingertips. The company's signature product, Deva World, is a game-like digital environment for touchscreen tablets that embeds over 20 psychosocial interventions. Mentia was created by Co-Founder and CEO Mandy Salomon as an outcome of her Ph.D. dissertation on cognitive therapy for dementia.

[Golden](#)

Golden is financial care for our parents. We help 75M Boomers assure the financial health and security of their 50M aging parents. Golden's Financial Care App alerts family members to pay bills, monitors and protects from senior fraud, automatically finds government benefits, reduces expenses to make money last, and helps family members figure out how to pay for homecare. Golden's How to Pay for Mom's Care Program partners with homecare, hospitals, senior services and Medicare Advantage plans to place financial care at the frontlines of senior care. AARP Winner for Financial Innovation 2017 & 2019, Golden was co-founded by CEO Evin Ollinger.

[Electronic Caregiver](#)

Founded by CEO Anthony Dohrmann, Electronic Caregiver is one of the fastest-growing monitored technology providers in the U.S. and one of only a handful of nationwide service providers. The company has invested more than \$50 million in clinical research and development to create Addison Care, a comprehensive, connected home virtual caregiving system. Electronic Caregiver, partnering with hundreds of health and home care providers nationwide, currently provides automated home care solutions and safety devices to thousands of clients across the country.

Honor has not entered into a financial relationship with and does not endorse the products or services of any of the companies featured in the Innovation Alcove, and such companies' participation in the Innovation Alcove is for the sole benefit and education of SAGE/2019 attendees.

For more information and the full agenda at SAGE/2019, please visit <https://network.joinhonor.com/sage2019/>. Event registration is open until September 9, 2019.

About SAGE/2019

SAGE, a new conference hosted by Honor, was founded to develop innovative solutions for better aging. SAGE/2019 will bring together thinkers and doers, innovators and entrepreneurs, academics and leaders in healthcare and home care. This one-day event features inspiring keynotes, lively panel discussions, and intimate conversations on the most compelling topics in senior care and wellness. At SAGE/2019 meet creative thinkers who are shifting the narrative about aging, company founders who are driving change, and visionaries who are imagining what's possible in the future.

About Honor

Honor is changing the way we care for our parents. Founded in 2014, the San Francisco–based company brings workforce management and technology expertise together with high-touch, personalized care to improve the in-home care experience. Since launching the Honor Care Network in 2017, Honor has partnered with a growing roster of independently owned home care agencies to deliver reliable, transparent, and high-quality care. The Honor Care Network currently provides non-medical home care services to families in more than 700 cities and towns across California, New Mexico, Texas, and Arizona. For more information, visit www.joinhonor.com

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