

The Mature Market Resource Center's



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

---

# WINNERS

## Submitted by: AARP Driver Safety Program

Presented to: Produced by AARP based on information created jointly by The Hartford and MIT AgeLab.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	We Need to Talk... Family Conversations with Older Drivers	Web-based Resource/Tool	Community Organization (National)

[www.aarp.org/weneedtotalk](http://www.aarp.org/weneedtotalk)

## Submitted by: AdhereTx Corporation

Presented to: AdhereTx Corporation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	KnowMyMeds for Ambulatory Comprehensive Medication Review and Reconciliation for Medically Complex Seniors	Web-based Resource/Tool	Business (less than 500 employees)

<http://bit.ly/grFOVP>

## Submitted by: AFrame Digital, Inc.

Presented to: AFrame Digital, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	MobileCare™ Monitor by AFrame Digital, Inc.	Monitoring/Detection	Business (less than 500 employees)

## Submitted by: Alpaytac

Presented to: IDEAL LIFE

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	IDEAL LIFE Interactive Kiosk	Other/Miscellaneous	Business (less than 500 employees)

<http://www.ideallifeonline.com/products/kiosk>

## Submitted by: American Medical Alert Corp.

Presented to: American Medical Alert Corp.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	Medsmart™ Medication Management System	Medication Management	Business (500+ employees)

## Submitted by: Baltimore County Department of Aging

Presented to: Baltimore County Department of Aging

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	Senior Resources 2011: your personal library of community resources	Web-based Resource/Tool	Government (Local, State, Federal)

[www.baltimorecountymd.gov/seniorresources](http://www.baltimorecountymd.gov/seniorresources)

## Submitted by: Beth Abraham Family of Health Services

Presented to: Beth Abraham Family of Health Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	Your healthcare. Your lifestyle. Your way.	Website	Hospital/Health Care System

<http://www.bethabe.org>

## Submitted by: Blue Cross and Blue Shield Association

Presented to: Blue Cross and Blue Shield Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	AskBlue Medicare	Web-based Resource/Tool	Business (500+ employees)

<http://www.askbluemedicare.com>

## Submitted by: CGI Federal

Presented to: Centers for Medicare & Medicaid Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	CMS.gov website	Website	Government (Local, State, Federal)

<http://www.cms.gov>

GOLD	Medicare.gov website	Website	Government (Local, State, Federal)
------	----------------------	---------	------------------------------------

<http://www.medicare.gov>

GOLD	MyMedicare.gov website	Website	Government (Local, State, Federal)
------	------------------------	---------	------------------------------------

<https://www.mymedicare.gov>

## Submitted by: Chester Creek Technologies

Presented to: Chester Creek Technologies

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	Chester Creek Wireless Visionboard & Mouse Bundle	Computer Technology/Software	Business (less than 500 employees)
BRONZE	Large-Key Numeric Keypad by Chester Creek	Computer Technology/Software	Business (less than 500 employees)

## Submitted by: ClearSounds Communications

Presented to: ClearSounds Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	A1600 Amplified Cordless Freedom Deluxe Phone	Assistive Devices	Business (less than 500 employees)
MERIT	Easy to Hear, Easy to See CSC500 Amplified Spirit Phone	Assistive Devices	Business (less than 500 employees)

## Submitted by: Community-wide End of Life/Palliative Care Initiative

Presented to: Patricia A. Bomba, M.D., F.A.C.P., Community-wide End of Life/Palliative Care Initiative

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	CompassionAndSupport.org	Website	Community Organization (Local/State)

[www.CompassionAndSupport.org](http://www.CompassionAndSupport.org)

## Submitted by: Dakim, Inc.

Presented to: Dakim, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
GOLD	Dakim BrainFitness Software	Fitness/Wellness	Business (less than 500 employees)
GOLD	Dakim BrainFitness Software, Professional Edition	Rehabilitation/Therapy	Business (less than 500 employees)

Submitted by: **ElliptiGO, Inc.**

Presented to: ElliptiGO, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	ElliptiGO	Fitness/Wellness	Business (less than 500 employees)

[www.ElliptiGO.com](http://www.ElliptiGO.com)

Submitted by: **Emmi Solutions**

Presented to: Emmi Solutions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	Interactive Patient Engagement	Website	Business (less than 500 employees)

[www.viewemmi.com](http://www.viewemmi.com)

Submitted by: **Esco Technologies**

Presented to: Esco Technologies

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	CareConnect by Esco Technologies	Communication Devices	Business (less than 500 employees)
MERIT	CareConnect by Esco Technologies	Safety	Business (less than 500 employees)
MERIT	CareConnect by Esco Technologies	Monitoring/Detection	Business (less than 500 employees)
MERIT	CareConnect by Esco Technologies	Other/Miscellaneous (Product/Service)	Business (less than 500 employees)

## Submitted by: Evangelical Homes of Michigan

Presented to: Evangelical Homes of Michigan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	Annual Reports – electronic format, via website <a href="http://www.evangelicalhomes.org/AboutUs/Publications.aspx">http://www.evangelicalhomes.org/AboutUs/Publications.aspx</a>	Other/Miscellaneous (Online)	Housing
BRONZE	New Website – Evangelical Homes of Michigan <a href="http://www.evangelicalhomes.org">www.evangelicalhomes.org</a>	Website	Housing
MERIT	Vantage Point e-newsletter <a href="http://www.evangelicalhomes.org/AboutUs/Publications.aspx">http://www.evangelicalhomes.org/AboutUs/Publications.aspx</a>	E-Newsletter/Electronic Publication	Housing

## Submitted by: Health Alliance Medical Plans

Presented to: Health Alliance Medicare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	2011 Health Alliance Medicare Website <a href="http://www.healthalliancemedicare.org/">http://www.healthalliancemedicare.org/</a>	Website	Health Insurance Provider

## Submitted by: Independence Blue Cross

Presented to: Independence Blue Cross

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	www.ibxnewtomedicare.com -- a website designed for those newly eligible for Medicare <a href="http://www.ibxnewtomedicare.com">www.ibxnewtomedicare.com</a>	Website	Health Insurance Provider

## Submitted by: Institute for Clinical and Economic Review

Presented to: Institute for Clinical and Economic Review and the Employers Action Coalition on Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	Your Options for Low-Risk Prostate Cancer: A Web-Based Patient Decision Aid <a href="http://prostateoptions.icer-review.org/">http://prostateoptions.icer-review.org/</a>	Web-based Resource/Tool	Other/Miscellaneous

Submitted by: Intel-GE Care Innovations

Presented to: Intel-GE Care Innovations

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	Intel-GE Care Innovations Connect	Web-based Resource/Tool	Business (less than 500 employees)

<http://www.careinnovations.com/Products/Connect/>

Submitted by: InTouchLink LP

Presented to: InTouchLink Super-Easy Computers

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	InTouchLink Super-Easy Computers	Web-based Resource/Tool	Business (less than 500 employees)

[www.intouchlink.com](http://www.intouchlink.com)

Submitted by: JBS International, Inc.

Presented to: National Institutes on Aging, National Institutes of Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	Go4Life Web Site	Website	Government (Local, State, Federal)

<http://go4life.niapublications.org/>

Submitted by: MedFolio, LLC

Presented to: MedFolio, LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	MedFolio Cares Program	Medication Management	Business (less than 500 employees)

SILVER	MedFolio Pillbox	Medication Management	Business (less than 500 employees)
--------	------------------	-----------------------	------------------------------------

Submitted by: **NavGate Technologies**

Presented to: Bob Pearson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	CareOptions Online – COOL™	Web-based Resource/Tool	Business (less than 500 employees)

Submitted by: **New LifeStyles, Inc.**

Presented to: New LifeStyles Media Solutions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	New LifeStyles iPhone App – Senior Living Finder	Mobile Application (small format)	Business (less than 500 employees)

<http://itunes.apple.com/app/new-lifestyles/id413512758?mt=8>

Submitted by: **One Call Now**

Presented to: One Call Now

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	One Call Now Messaging	Web-based Resource/Tool	Business (less than 500 employees)

[www.onecallnow.com](http://www.onecallnow.com)

Submitted by: **Palladian Partners, Inc.**

Presented to: Palladian Partners, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	Salt Matters: Preserving Choice, Protecting Health Video	Web-based Resource/Tool	Business (less than 500 employees)

<http://bit.ly/osOjto>

Submitted by: **Pappas MacDonnell, Inc.**

Presented to: Pappas MacDonnell, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	Aetna Medicare Member Website	Website	Business (less than 500 employees)

[member.aetnamedicare.com](http://member.aetnamedicare.com)

## Submitted by: SecuraTrac

Presented to: SecuraTrac

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	LifeTrac MobileProtector	Safety	Business (less than 500 employees)

## Submitted by: Signal Hill

Presented to: ABHOW

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	ABHOW E-News	E-Newsletter/Electronic Publication	Housing

<http://goo.gl/cP31Y>

MERIT	ABHOW Mobile Site	Mobile Application (small format)	Housing
-------	-------------------	-----------------------------------	---------

[mobile.abhow.com](http://mobile.abhow.com)

## Submitted by: SilverFox Broadband

Presented to: SilverFox Broadband

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	Internet systems and support designed for senior housing communities	Other/Miscellaneous	Business (less than 500 employees)

<http://silverfoxbroadband.com/>

## Submitted by: Sonamba by pomdevices

Presented to: Ajit Pendse, Founder & CEO

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	Sonamba is a Wellbeing Monitor/Medical Alert System for seniors living independently.	Mobile Application (large format)	Business (less than 500 employees)

[www.sonamba.com](http://www.sonamba.com)

GOLD	Sonamba, a wellbeing monitor / medical alert system	Communication Devices	Business (less than 500 employees)
------	---	-----------------------	------------------------------------

## Submitted by: The Beacon Newspapers

Presented to: The Beacon Newspapers, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	www.TheBeaconNewspapers.com	Website	Media (Local/State)

[www.thebeaconnewspapers.com](http://www.thebeaconnewspapers.com)

## Submitted by: The Hartford

Presented to: AARP and The Hartford

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	We Need to Talk online seminar	Web-based Resource/Tool	Other/Miscellaneous

[aarp.org/weneedtotalk](http://aarp.org/weneedtotalk)

Presented to: The Hartford

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	The Hartford's For A Lifetime blog about what we can all do to stay safe on the road and at home	Social Media	Financial Services

[thehartford/lifetimeblog](http://thehartford/lifetimeblog)

MERIT	The Hartford's For A Lifetime website	Website	Financial Services
-------	---------------------------------------	---------	--------------------

[www.thehartford.com/lifetime](http://www.thehartford.com/lifetime)

## Submitted by: The Let's Group

Presented to: Di Patterson, Owner and Producer

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
MERIT	Success In Aging TV	Website	Business (less than 500 employees)

<http://successinaging.tv/>

## Submitted by: Venture 3 Systems LLC / Telikin

Presented to: Venture 3 Systems / Telikin

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
GOLD	Telikin Touchscreen Computer	Computer Technology/Software	Business (less than 500 employees)

Submitted by: **Vigorous Mind, Inc.**

Presented to: Vigorous Mind, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
SILVER	My Vigorous Mind 4.0 Brain Wellness and Social Networking Software Platform for Seniors	Web-based Resource/Tool	Business (less than 500 employees)

[www.vigorousmind.net](http://www.vigorousmind.net)

Submitted by: **Watermark Retirement Communities**

Presented to: Watermark Retirement Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>DIVISION</u>
BRONZE	The Fountains at Canterbury Thrive! Blog	Social Media	Housing

<http://thriveatwatermark.com/canterbury/>