

- [PRESS](#)
- [Press Releases](#)

Mad*Pow and Health 2.0 Launch “Caregiver Quality of Life” Challenge

WASHINGTON, DC – Today at the annual [HxRefactored](#) conference, Jody Holtzman, Senior Vice President of Market Innovation at AARP, will announce the launch of the [Caregiver Quality of Life Challenge](#). Sponsored by [AARP](#) and administered by [Catalyst @ Health 2.0](#) in collaboration with [Mad*Pow](#), this design and innovation challenge aims to support caregivers through tech-enabled solutions that ameliorate the challenges of caregiving and ultimately improve caregivers’ quality of life.

This national challenge presents an opportunity to be a part of ongoing efforts in the caregiving space. Designers, developers, digital technology start-ups, entrepreneurs, and other visionaries are invited to partake in re-imagining the caregiver experience.

Improving Caregivers’ Quality of Life

Nearly 40 million Americans provide 37 billion hours of unpaid care to adult loved ones every year.^[1] Caregivers typically help with everything from basic activities such as bathing, dressing, and eating, to more advanced activities such as managing finances.^[2] Caregivers’ thoughts and efforts revolve around one major task: “How do I keep my loved one safe?”^[3] But what about their own safety? Their own health? Their own finances? Who is caring for the caregivers?

Caregivers are burdened financially, emotionally, and physically, and have an increased likelihood of mental and chronic health conditions. The purpose of this design and innovation challenge is three-pronged. The challenge calls for solutions that will help caregivers:

- Facilitate self-assessment regarding caregiver burnout and provide strategies for improving physical and psychological well-being.
- Unearth resources for guidance such as tools for addressing respite from caregiving, improving financial resiliency, and identifying activities that provide a sense of purpose beyond caregiving.
- Build and strengthen a support system by fostering connections with fellow caregivers, increasing interactions with family and friends, or improving general social connectivity.

Design Challenge Overview

A total of \$20,000 and a chance to meet with the AARP team are up for grabs. To apply, submit a description of your solution, a video about the solution’s design and functionality, a slide deck, and a visual composition. Participants are also encouraged to demonstrate a human-centered design approach. Winners will be announced at the [11th Annual Health 2.0 Fall Conference](#) on October 1-4, 2017 in Santa Clara, CA.

Caregivers do so much for others; now, what can we do for them? [Pre-register](#) today to receive the final submission form, and submit* your solution by September 5th to help caregivers as they continue to help their loved ones.

*Official rules can be found [here](#) or at the bottom of the challenge website.

#

About Catalyst @ Health 2.0

Catalyst @ Health 2.0 supports the innovation initiatives of private, non-profit and government entities. Through a series of global pilot programs, innovation challenges and code-a-thons, Catalyst @ Health 2.0 connects technology startups and innovators with enterprise healthcare organizations to build the future of health.

About Mad*Pow

*Mad*Pow is a design agency that improves the experience people have with technology, organizations and each other. The company’s mission is to help people improve their health, achieve financial well-being, learn, and connect. Using human-centered design, Mad*Pow collaborates with clients to understand and empathize with the people they serve. Founded in 2000, Mad*Pow has partnered with industry leaders including Cigna, John Hancock, Pearson, Microsoft, and Google, and has received honors for design excellence by the Webby Awards, MITX and the W3C. More information can be found at www.madpow.com.*

About Mad*Pow's Center for Health Experience Design

*Mad*Pow, a strategic design and innovation consultancy has created The Center for Health Experience Design (CHXD) to provide a place for organizations across the ecosystem – Providers, Payers, Pharma, Health Tech, Government and Non-profit, to connect, collaborate, and create solutions in areas of shared interest. The Center also provides the training and resources that enable member organizations to strengthen their strategic design & experience innovation competency. More information can be found at www.centerhxd.com.*

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

^[1] Valuing the Invaluable: 2015 Update (AARP)

^[2] Caregivers & Technology: What They Want and Need (AARP)

^[3] Caregiving in the U.S., 2015 Report (AARP)

For further information: AARP Media Relations, 202-434-2560, media@aarp.org, @AARPMedia
