

The AgeTech Digest

Your monthly dose of macro trends, AgeTech startup news & bold ideas

Hi <<First Name>>

As we wrap up 2025, the theme seems to be "Scale & Strategy." Whether it's solving the logistics of home care at massive scale, helping family caregivers get paid + getting more people receive Medicare's home health benefit, or deciding how to include tech in a care plan - we are moving past "cool gadgets" into the era of sustainable, well-funded solutions.

This month, I've got a holiday playlist of podcasts for you, three must-read reports to prep your strategy for next year, our annual State of AgeTech webinar, and a brand new way to level up your career.

Let's dive in 📌



Save the Date: The State of AgeTech Webinar (2025 Recap & 2026 Outlook)

Want the macro view? Join me for an exclusive look at how the industry evolved in 2025 - the data, the deals, and the shifts that defined the last 12 months - and where we are heading next.

We will cover:

- **The 2025 Recap:** M&A activity and the year's biggest milestones.
- **Global Trends:** How policy changes are shaping the longevity economy.
- **2026 Predictions:** What lies ahead for startups, investors, and care orgs.

When: Jan 14, 2026 @ 9am Pacific.

[Sign up to save your spot](#)



Is your care plan missing a critical chapter?

Ten years ago, families asked about home care and grab bars. Today? They want to know which fall detection watch is best and how to stop spam calls. If these questions induce a specific kind of anxiety, you aren't alone.

But if you're leaving your clients to rely on Google or ChatGPT to answer their AgeTech questions, you are leaving them to navigate a minefield of marketing hype and AI hallucinations. They need context. And YOU are the only one equipped to provide it.

[👉 Bridge the Gap](#)

Your Holiday “Career Explainer Playlist”

Four stories to share when Aunt Judy asks about your work at dinner.

- 1. Using tech to help more people utilize Medicare’s home health benefit:**
Julie Kennedy explains how RubyWell helps family caregivers finally get paid under Medicare when caring for older loved ones.
Catch the full conversation on [Apple podcasts](#) | [Spotify](#) | [Youtube](#) | [Our website](#)
 - 2. Transforming Home Care:** Honor’s Seth Sternberg discusses how tech is helping them deliver high-touch care at high-tech scale.
Catch the full conversation on [Apple podcasts](#) | [Spotify](#) | [Youtube](#) | [Our website](#)
 - 3. Scaling B2C AgeTech:** Elder Ventures’ Ivan Yuen breaks down the playbook for scaling Direct-to-Consumer AgeTech without burning through cash.
Catch the full conversation on [Apple podcasts](#) | [Spotify](#) | [Youtube](#) | [Our website](#)
 - 4. Memory Lane Meets AI:** LifeBio’s Beth Sanders on using AI to turn life stories into care tools through reminiscence therapy, and getting grant funding to built it + prove it works.
Catch the full conversation on [Apple podcasts](#) | [Spotify](#) | [Youtube](#) | [Our website](#)
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PRE-ORDER SPECIAL:
Save 40%

Certification begins Jan 15, 2026.

The industry is getting complex. You need to stay ahead.

Families are asking harder questions, and the tech is evolving faster than ever. I talk to elder care professionals every day who *want* to lead this conversation but are overwhelmed by the noise.

That's why I created the **AgeTech Certification**.

Designed specifically for non-technical professionals, it teaches the **E.A.S.Y. Method** - a practical framework to Assess, Screen, and help your clients choose the right tech **for them**.

Pre-order Special: Save 40% (\$299 vs \$497).

 **Launch Week Bonus:** The first 20 people to pre-order before Dec 24 receive a **Free 1:1 Tech Strategy Call** with me.

 [Pre-order Here](#)

Prep your 2026 slide decks with these 3 must-read reports

- **AARP's 2026 Tech Trends:** A deep dive into the past decade in device adoption and internet usage shifts among older adults.
[!\[\]\(13dd0e1ab3baa23f7c1ed52b3eec2756_img.jpg\) Read it here](#)
- **The CTO Hotline:** Ziegler & CAST explore the "hotline" topics keeping senior living leaders up at night.
[!\[\]\(5ed985c65f50e5350eeeb77f03c2e095_img.jpg\) Read it here](#)
- **CABHI's New AgeTech Insights:** Fresh insights on designing inclusive innovation for the 50+
[!\[\]\(9df44d2794f927e8a7eb6682863e4aa8_img.jpg\) Read it here](#)

Whatever you're celebrating this month, I hope it's filled with rest and connection. See you in the New Year!

Until next time, stay humble, stay curious!

Keren & The AgeTech Digest Team

Want to go deeper?

Explore the [AgeTech Academy](#) to access courses, community, and curated insights, or get the book that started it all- [The AgeTech Revolution](#) - for yourself or a colleague.

Thanks for tuning in, and for being a part of *The AgeTech Revolution*.



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