

WEDNESDAY
4/22
2015

Free and open to the public.
Pre-registration is requested.

15TH
ANNUAL

FRIEDMAN LECTURE



& AWARDS

Better Living Through Innovation: Responding to an Aging Society

8:30 am to noon

Emerson Auditorium & Frick Forum, Knight Hall

Washington University Danforth Campus

AGENDA

8:30 am	Coffee and Check-in
9:00 am	Welcome and Awards
9:30 am	Keynote and Discussion
11:00 am	Poster Session and Refreshments

LEARN MORE & REGISTER
publichealth.wustl.edu/aging

STEPHEN JOHNSTON

MBA, CO-FOUNDER OF AGING 2.0.

Keynote speaker Stephen Johnston, MBA founded Aging 2.0 after being struck by the relative lack of product and service innovation for the growing, and diverse, demographic of older adults. Aging 2.0 connects, educates, and supports entrepreneurs, technologists, designers, inventors, service providers, and older adults who are focused on improving products and services that promote health and wellness, aging in community, and design for all. Johnston will discuss the current landscape for the aging marketplace, highlighting how technology is remaking all aspects of the aging experience and how audience members might take advantage of current opportunities and address future needs.

 Harvey A. Friedman
Center for Aging

INSTITUTE FOR PUBLIC HEALTH AT WASHINGTON UNIVERSITY