



Aging Services of California and CAHSAH Form AgeTech California
*New Strategic Partnership to Promote Technology-Enabled
Care for Older Californians*

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SACRAMENTO, CA – Aging Services of California and the California Association for Health Services at Home (CAHSAH) have formed a new strategic partnership called **AgeTech California** (www.agetechca.com) to promote the use of advanced health and wellness technologies by home care providers and aging services providers throughout California.

To lead the effort, **Scott D. Peifer** will be joining AgeTech California in January 2011 as its **executive director**. Peifer will leave his current post with the [Center for Aging Services Technologies \(CAST\)](#), based in Washington, DC, where he leads CAST's state-level policy efforts to educate and advocate for the advancement of aging services technologies. Peifer's aging policy experience includes serving as policy director for Pennsylvania Governor Ed Rendell, legislative director for the Pennsylvania State Senate and committee consultant for the California Senate Subcommittee on Aging and Long-Term Care. Peifer has a Master's of Public Policy and Administration and a Master's of Social Work from California State University, Sacramento (CSUS).

AgeTech California will be governed by an **Advisory Committee** responsible for advising the organization on its efforts to promote technology-enabled care and services for older Californians. The Advisory Committee is co-chaired by **Barry Berger of [Accredited Nursing](#)** and **Todd Murch of [Eskaton](#)**. Council members include home care and aging services providers, foundations, health systems, technology companies and academic institutions. Its role is to shape AgeTech California's priorities and help ensure successful achievement of strategic objectives.

"AgeTech was formed to help break down some of the barriers providers face with the adoption of new technologies," said Joanne Handy, President & CEO of Aging Services of California. "We want AgeTech to assist providers implement proven, cost-effective technologies that will increase the efficiency of care and the quality of life for our clients receiving care."

The primary focus of the partnership will be on technologies that enable older Californians' to age in "connected independence" with safety and security, personal health maintenance, successful management of chronic disease, early detection of illness, and prevention of acute episodes. Such technologies include telehealth, sensor telemonitoring, remote medication management, safety technologies and cognitive fitness.



"If the crash of the 'silver tsunami' hits with the intensity most experts suggest, there will be a great need to utilize technology more fully," said Joe Hafkenschiel, President of the California Association for

Health Services at Home (CAHSAH). “Consumers show a strong preference to receive care in their homes for as long as possible. AgeTech will advocate for policy changes that make the adoption of technology for home care much more widely available.”

One of AgeTech California’s first activities will be to hold a Technology Conference and Expo scheduled **for February 16, 2011 at the Hilton Pasadena in Pasadena, CA**. The Conference will feature top technology speakers from across the country. For more information or to register, go to www.aging.org.

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For more information on AgeTech California and its activities, please contact Eric Dowdy (edowdy@aging.org) at (916) 469-3373.

Aging Services of California is the state’s leading advocate for quality, nonprofit senior living and care. The public-interest association’s more than 400 members across the state include providers of affordable senior housing, residential care facilities for the elderly (assisted living), continuing care retirement communities and skilled nursing care and Home and Community-Based Services. Aging Services members serve the needs of approximately 80,000 seniors. For more information, visit www.aging.org.

The California Association for Health Services at Home (CAHSAH) is a nonprofit association established in 1966 to represent California home care providers. Providers include Medicare Certified home health agencies, Licensed home health agencies, Hospices, Private duty organizations, Home Medical Equipment providers, Home Infusion Pharmacy providers and Interdisciplinary Professional Services. Based in California, CAHSAH’s guiding core purpose is to promote quality home care and enhance the effectiveness of our members. For more information, visit www.cahsah.org.