



## **GREATCALL CEO DAVID INNS RECOGNIZED WITH LEADERSHIP & TECHNOLOGY AWARD**

*What's Next Boomer Business Summit honors leaders in service, innovation and technology excellence*

**SAN DIEGO, CA – MARCH 12, 2014** – David Inns, CEO of GreatCall, Inc., the leader in empowering aging consumers and their family caregivers to stay connected, protected and in control of their lives, was recognized with the 7<sup>th</sup> annual award for Innovation Leadership and Technology by the What's Next Boomer Business Summit.

One of the five annual Innovation Awards presented by the organization on March 13, the award was given to Inns for the creation and development of a platform that “truly meets the needs of boomers, aging consumers and caregivers,” said Mary Furlong, CEO of Mary Furlong and Associates, the Summit's organizers.

“David has built and scaled a business to serve this growing market. As we look at trends in the health status of older Americans – almost 80 percent are managing chronic conditions – the growing role of connected health becomes clear. David Inns and the platform he and his team have developed will support tomorrow's model of health care delivery: the technology that enables aging consumers to live more independently.”

Other 2014 award winners include: Purple Heart Homes, Leadership & Service; Jesse Brumbach, Home Instead Senior Care, Leadership & Media; and Jody Holzman and Jim Firman, AARP and National Council on Aging, Vision & Integrity.

*Leading the Longevity Economy*, the theme of this year's conference, has drawn international thought leaders in the connected health space to provide insight into the tools that enable consumers to take more responsibility for their own health and healthcare needs. “This award is an acknowledgement of GreatCall's vision,” noted Inns. “I am honored to be among those recognized over the years.”

The Innovation Awards have a history of excellence, with previous winners of the Leadership & Technology category including: Jerry Rzuika, Starkey Hearing Foundation (2013), Vint Cerf, Google (2011) and Walt Mossberg, WSJ (2008).

### **About GreatCall Inc.**

GreatCall is the leader in empowering aging consumers and their family caregivers to stay connected, protected and in control of their lives. The creator of Jitterbug, 5Star and a suite of health, safety and medical apps, including Urgent Care, GreatCall Link, MedCoach and 5Star, GreatCall utilizes an award-winning personalized approach to ensure aging consumers feel more connected, in control and safe.

GreatCall's products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at GreatCall.com. Service covers the U.S. Great Call is headquartered in San Diego, CA. To learn more about GreatCall products and services, please

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