







# 2024 Opportunities for Impact: SIP Brain Health Innovation Olympics

The **SIP Brain Health Innovation Olympics** will return in 2024 with four essential topics to bring true innovation and actionable outcomes that integrate brain health into the places we live, work, and age. Our strategic goals this year include collaborating with industry experts and youth leaders to create, **SIP Brain Health Centers of Excellence** for senior living communities, universities, and workplaces worldwide.

The criteria for the **SIP Brain Health Centers Of Excellence** will be determined in the 8-week program to develop and deploy, while investing in new innovations and programs with industry partners, communities, and universities to create impact, collect data, and contribute to meaningful quality of life outcomes, value, and change.



## Key Statistics

-  The estimated spending power of the Silver Economy of \$15 trillion equating to one of most compelling economic advantages of our time.
-  The health and wellness industry is estimated to be valued at \$1 trillion+. The longevity industry's value is expected to exceed \$600 billion by 2025.
-  If nothing changes, by 2050 there will be more than 150 million people worldwide with Alzheimer's or other dementias.
-  76% of workers believe their company should be doing more for the mental health of their workforce.
-  The projected global economic cost of dementia per year by 2030 is estimated to surpass \$6 trillion.
-  Research suggests that 70-80% of brain health outcomes can be positively impacted and prevented with healthy lifestyle interventions.

## Brain Health Olympics Topics - Creating Brain Health Centers of Excellence

### SENIOR LIVING AND PLACES WE AGE

Determine the criteria and best practices and new tools to create "Brain Health Centers of Excellence" in both senior living and for seniors aging at home connected to the community? How do we impact seniors, caregivers, staff, and the community?

### WORKPLACE AND WORKFORCE REINVENTION

What would be the criteria/ programs/ ideas for "Brain Health Centers Of Excellence" in the workplace? How can we best integrate "Brain Health" and "Quality of Life" into the workplace where we spend 80% of our time?

### CAMPUSES, COLLEGES, AND UNIVERSITIES

How can we best address the mental health crisis with a younger generation that directly impacts Brain Health and create communities where we can embrace the social determinants of health?

### PREVENTION AND DETECTION

How can we create tools for earlier detection and prevention to be able to treat dementia and positively impact Brain Health throughout our lifespan? How can we harness data and AI to detect disease earlier? How can we advance scientific collaboration find cures? Vaccines?

## Benefits

Sponsorships in support of the **SIP Brain Health Innovation Olympics** invite individuals and organizations to build more substantial companies, stronger leaders, and a more engaged workforce. Advancing solutions that address critical global challenges requires action-oriented leadership. Additional benefits include:

- Industry Thought Leadership, and Innovation
- Develop New Product, Service, and Brand Opportunities
- Recruitment and Engagement of Talent Pool
- Take action to bring Brain health to all constituents and deploy new solutions/services/programs that Impact every community, company and family

*"The insights our team and organization gained from this program were a powerful perspective from today's youth leaders. We will continue to incorporate brain health into our global strategy as we partner with SIP to bring innovation and impact to this critical topic that impacts each employee, consumer, and person."*



**Pietro Ferraro,**  
Sodexo Health & Care  
Segment Growth Officer  
2023 Olympics Judge

