

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

# *MEMORY PARTNER* AN EXPERT AT YOUR FINGERTIP

TROY ANDERSEN, PHD  
ASSOCIATE PROFESSOR  
PAMS PRIMARY PARTNER

# BEGINNINGS

- *UNEXPECTED CALL*
- *UNEXPECTED JOURNEY*
- *A GUIDE AT YOUR READY*
  - PROACTIVE DEMENTIA CARE



# NEXT STEPS



- *FIRST IDEA...*
- *NEXT IDEA...*

# CRITICAL CHALLENGES



- *RIGHT FORMAT*
- *RIGHT FUNDING*
- *RIGHT PARTNERSHIP*

# CRITICAL CHALLENGES

- *DOGGED PERSISTENCE*
- *PACING*



# LESSONS



- *BALANCED, BROAD EXPERTISE*
- *PROJECT MANAGEMENT*
- *TWO UNIVERSES*

# PROACTIVE MEMORY SERVICES TEAM

- **ENTREPRENEURIAL LEADS**

- **NORMAN FOSTER M.D.** CO-FOUNDER, EXPERT IN DEMENTIA AND IMAGING
- **TROY ANDERSEN PH.D. MSW** CO-FOUNDER, EXPERT IN DEMENTIA CAREGIVING
- **KAREN MARA** CO-FOUNDER PROJECT MANAGER
- **TROY D'AMBROSIO** EXECUTIVE DIRECTOR OF LASSONDE ENTREPRENEUR INSTITUTE

- **PRODUCT DEVELOPMENT LEADS**

- **VALERIO PASCUCCI PHD** DIRECTOR, VISUS
- **AMY GOOCH PHD** PROGRAM DESIGN
- **JEANINE STEFANUCCI PHD** USABILITY TESTING
- **SAM ALBORNOZ** PROJECT MANAGER
- **GREGOR STODTMEISTER** PROJECT MANAGER