



The Hartford
ADVANCE 50 Team

October 5, 2009

Gerontologists Creating Business Solutions





Product Features

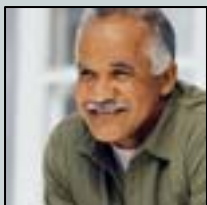
RecoverCare



Customer Service

Advanced training and skills.

Unique customer needs: hearing impairment, widowhood



Original Research and Public Education

Safe driving for a lifetime

Home for a lifetime

Original Research & Public Education

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- **Relevant to auto/home insurance**
- **Solutions to customer problems**
- **Empowerment approach**
 - Mobility, safety, and independence**
- **Academic partner: The MIT AgeLab**

