



Strategic Plan 2025-2030

## IDEA TO IMPACT

Driving research + innovation  
to transform the aging experience



CENTRE FOR AGING  
+ BRAIN HEALTH  
INNOVATION  
Powered by Baycrest

CENTRE D'INNOVATION  
SUR LA SANTÉ DU CERVEAU  
ET LE VIEILLISSEMENT  
Propulsé par Baycrest

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*We must find ways to reduce the strain on our healthcare system while also helping older persons live their best possible lives. Investing in promising AgeTech innovations is the key.*

— Dr. Allison Sekuler, President and Chief Scientist of CABHI and the Baycrest Academy for Research and Education



# DRIVING RESEARCH + INNOVATION TO TRANSFORM THE AGING EXPERIENCE



## MISSION

To drive the development and adoption of transformative aging and brain health innovations.



## VISION

A world where every older person lives with purpose, fulfilment, and dignity.



# LEADERSHIP MESSAGE

We at the Centre for Aging + Brain Health Innovation (CABHI), powered by Baycrest, are proud to share our 2025-2030 Corporate Strategy, which will guide our work for the next five years. This forward-thinking strategy holds us accountable not only to our funders and partners, but to Canada's aging population, their care partners, and the communities that support them. It will ensure that we work towards achieving our mission of driving the development and adoption of transformative aging and brain health innovations to realize our vision of a world where every older person lives with purpose, fulfilment, and dignity.

**To realize our strategy, we have established three strategic objectives:**

- 1. Build innovation capacities through purposeful collaboration**
- 2. Accelerate innovation from idea to real-world impact**
- 3. Transform the aging and brain health innovation ecosystem**

Everything we do is with the focused intention of advancing these objectives, which in turn form the foundation of how we drive impact and fulfill our mission.

Over the next five years, we plan to expand our reach across the innovation ecosystem, with a focus on attracting early-career innovators—students, trainees, recent graduates and researchers—into the aging and brain health ecosystem, and supporting their continued success. At the same time, we will continue removing barriers that prevent Canadian innovators and researchers from transforming their ideas into reality through our comprehensive suite of programs and acceleration services. We will also support health and community care organizations in adopting agtech innovations into their operations and services to better serve older adults and care partners.

Early career-focused initiatives—such as the CABHI Science Collaborative (CSC) and the NextGen Support Package (NextGen)—are a cornerstone of CABHI's work, designed to open pathways into the aging and brain health innovation ecosystem and nurture Canadian talent. Through the CABHI Science Collaborative, scientists, researchers, and trainees gain critical insight into the challenges faced by a growing number of older persons and care partners, as well as opportunities to complement and expand their skill set in innovation while engaging with a community of academic and non-academic innovators, industry partners, and other diverse stakeholder groups. NextGen attracts students and recent graduates into the agtech space, helping them develop the skills,

creativity, and confidence needed to become successful founders and future leaders in this vital sector.

CABHI directs additional attention to actionable research with real-world applications, ensuring that innovations are informed by cutting-edge science and move beyond the lab more quickly and effectively. This focus on real-world applicability and impact will guide the evolution of our programs, initiatives, and acceleration services, helping us respond to the challenges faced by Canadian innovators and researchers at every stage of their journey.

Our tailored, end-to-end approach to innovation ensures Canadian innovators and researchers have the resources to develop, validate, and adopt homegrown solutions that respond to the evolving needs of older persons and their care partners.

As our population ages, CABHI is staying on the vanguard of aging in Canada—driving forward research and innovation that bolster our brain economy and help set the stage for more sustainable healthcare across the country.



**Joe Freedman**  
Chair of the Board  
Centre for Aging + Brain Health Innovation Board of Directors



**Dr. Allison Sekuler, PhD**  
President and Chief Scientist  
Centre for Aging + Brain Health Innovation

# INNOVATION THEMES

## Core Themes



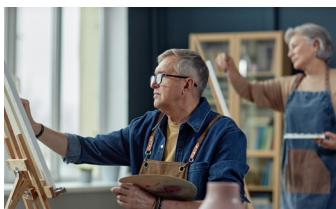
**Aging at Home**  
Enabling older persons and people living with dementia to live in the setting of their choice and remain active in their communities for as long as possible.



**Caregiver Support**  
Aiding or simplifying day-to-day caregiving responsibilities, providing education or training on caregiving topics, or helping caregivers maintain their own well-being while they care for older persons and people living with dementia.



**Care Coordination + Navigation**  
Helping older persons and people living with dementia and their caregivers navigate the healthcare system to access timely and appropriate care, while also supporting healthcare providers in aligning their practice with long-term care standards.



**Cognitive + Mental Health**  
Ensuring early detection of cognitive impairment or dementia in older persons, implementing preventative care approaches to maintain or enhance older persons' brain health (including both cognitive and mental health supports), and protecting the cognitive and mental health of healthcare providers and caregivers.



**Financial Health + Wellness**  
Helping older persons remain financially independent, stay safe in the workforce longer, seek later-life employment, prepare for retirement, plan for financing care, and prevent financial exploitation.



**Women's Brain Health + FemTech**  
Addressing the unique aging and brain health challenges faced by women, including those related to hormonal changes, caregiving stress, and disparities in healthcare access, while leveraging FemTech to empower women to enhance their healthspan and maintain cognitive, emotional, and physical well-being as they age.

Our innovation themes guide our decision-making to ensure CABHI innovators and partnerships address the most pressing challenges older persons face, ultimately helping them live a life of purpose, fulfilment, and dignity. When assessing opportunities, we ensure alignment with our core innovation themes and our cross-cutting innovation themes.

## Cross-Cutting Themes



**Diversity, Accessibility, + Health Equity**  
Ensuring aging and brain health needs are addressed and solutions are accessible for Indigenous, Black, and racially and culturally diverse communities; women; people living with disabilities; members of the 2SLGBTQI+ community; rural or Northern communities; or other vulnerable populations, and including issues of intersectionality.



**Promoting Social Inclusion + Preventing Stigma and Elder Abuse**  
Creating opportunities and programs for enhanced engagement and meaningful social connection for older persons, including intergenerational programs, to combat both ageism and stigma while promoting cognitive and mental health. Additionally, protecting older persons against elder abuse and unsafe relationships—particularly those living with cognitive decline or dementia.

“

**[CABHI's] funding, coaching, and expert guidance have been invaluable, not only helping us allocate dedicated resources to the project but also offering important lessons learned from previous technology implementations.**

— Jordan D'Souza, Head of Innovation at VHA Home Healthcare, Discover + Adopt Program Participant

# CABHI'S IMPACT TO DATE

“

*CABHI provided invaluable access to experts and older persons that helped validate and reshape our product [and] has been instrumental in setting us up for a meaningful next stage of development.*

— Lauren MacKay, NextGen Innovator



**\$218 MILLION+**

in funding directed toward advancing innovative projects



**198,000+**

Canadian older persons and caregivers engaged directly in CABHI projects



**586**

projects launched



**6,500+**

highly qualified personnel (HQP) involved in CABHI projects



**285**

distinct solutions introduced into the market or adopted into practice



**\$87 MILLION+**

in jobs created and sustained



**162**

solutions procured with CABHI support



**\$1 BILLION+**

in follow-on funding secured by CABHI-supported innovators and companies



**430,000+**

people reached through CABHI-supported education, knowledge mobilization, and communication activities



**900+**

new products, practices, or services developed

# STRATEGIC GOALS



## 1 Build innovation capacities through purposeful collaboration

- + Foster innovation skill-building, receptivity, and collaboration among diverse groups of innovators, researchers, older persons, care partners, and healthcare organizations
- + Harness the experience, expertise, and wisdom of individuals and communities so that solutions are not only informed, but co-designed by end-user input to shape a future of enriched lives with boundless possibilities for all

## 2 Accelerate innovation from idea to real-world impact

- + Advance groundbreaking solutions by providing funding, tailored mentoring, training, and networking supports across the entire innovation pipeline to help:
  - + Develop innovative solutions in aging and brain health
  - + Validate these solutions in the real-world
  - + Scale up successful solutions and ensure adoption so their value and benefits are spread far and wide

## 3 Transform the aging and brain health innovation ecosystem

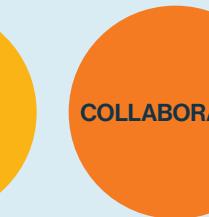
- + Catalyze breakthroughs in science, technology, and innovation by delivering effective programs and services and by forging dynamic partnerships at local, national, and international levels to amplify collective impact
- + Lead critical evidence, data, and knowledge exchange to influence changes in individual behaviour, professional practice, and government policy for system-level impact, transforming the landscape of aging and brain health

# VALUES AND DRIVERS

## Values



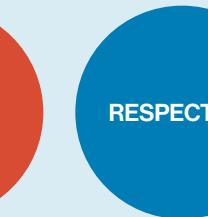
INCLUSIVE



COLLABORATIVE



AMBITIOUS



RESPECTFUL



EXCELLENT

We promise a workplace culture that welcomes and appreciates everyone equally and without discrimination or judgement.

We focus on teamwork and nurture the cooperation of internal and external partners to maximize our collective strengths.

We are driven by relentless curiosity and an imperative to challenge the status quo by making bold choices, learning from failure, and celebrating success.

We treat everyone with compassion, professionalism, and kindness, and believe each person is unique with intrinsic dignity and worth.

We are committed to excellence in everything that we do by fostering a culture of continuous improvement.

## Strategic Drivers

### Leveraging evidence to inspire and influence change

- + Systematically collect, synthesize, and share data and unique insights to drive evidence-informed decision-making and influence change in innovation access, practice and policy. Use creative and effective techniques to share insights and stories, and communicate the value of our activities and impact on people's lives.

### Connecting a strong and diverse Community of Innovation

- + Recruit, grow, and retain a skilled workforce and promote a shared culture of learning and collaboration.
- + Engage, connect and grow a Community of Innovation to foster an equitable, diverse, and inclusive environment for innovation.
- + Ensure programs, services, and solutions reflect and address the unique needs and preferences of individuals and communities.

### Advancing sustainable growth and impact

- + Enhance and expand programs and acceleration service offerings to increase outcomes and impact.
- + Apply a forward-thinking approach to target emerging needs in the science, technology, and innovation ecosystem.
- + Advance longer-term growth, financial strength, and sustainability to ensure ongoing impact.

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We also extend heartfelt thanks to our Board of Directors, staff and Community of Innovation for their dedication and contributions to CABHI's mission and vision.

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**Ontario** 



Government  
of Canada

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du Canada

**Baycrest**  
*foundation*

The views expressed herein are those of the Centre for Aging + Brain Health Innovation and do not necessarily reflect those of the Government of Canada or Government of Ontario.