
From Innovation to Impact: Bridging the Gap Between Ideas and Implementation

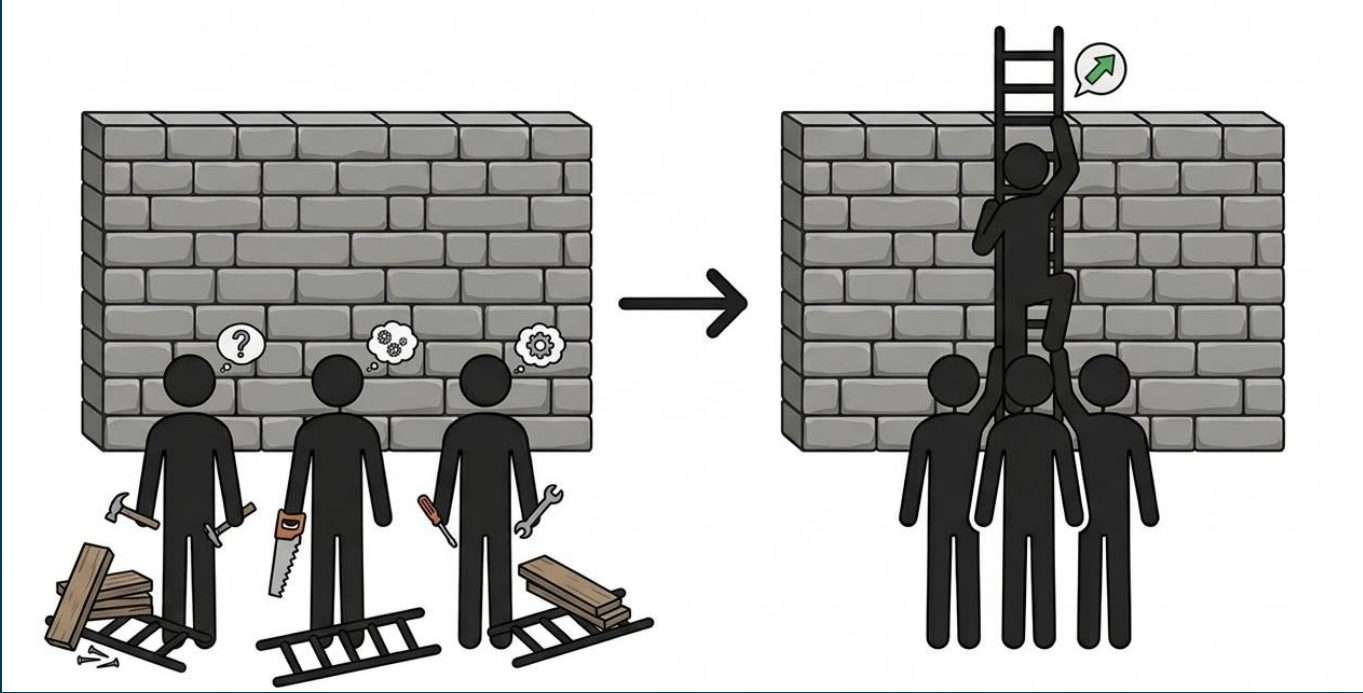
Dr. Courtney Genge
International Society of Gerontechnology
March 26-29th, 2026

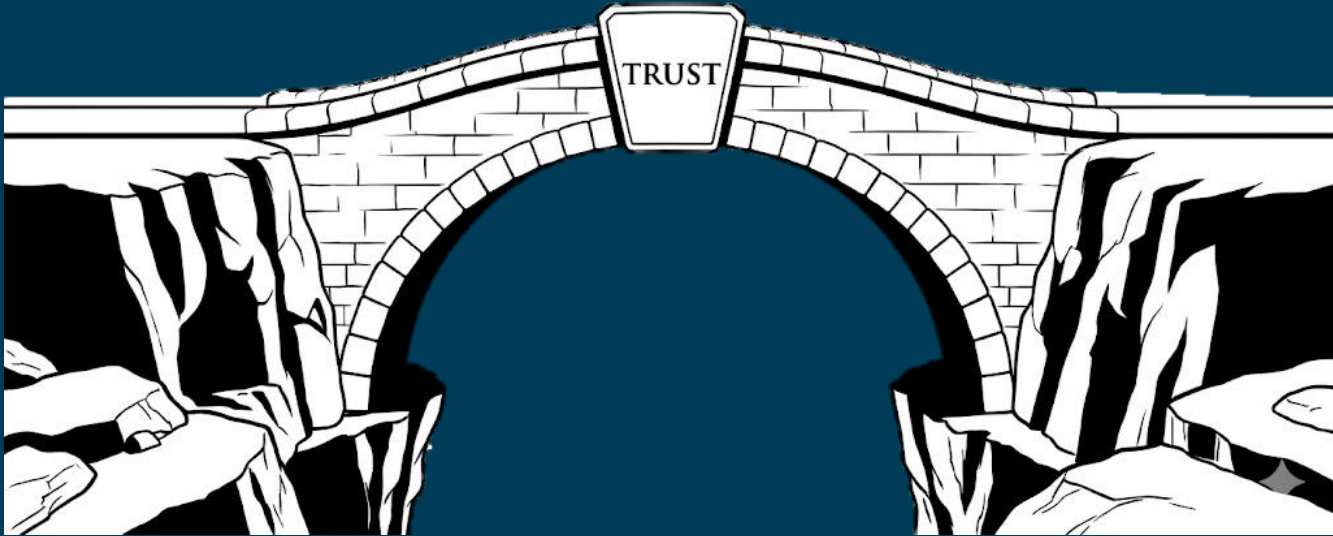




Technology for aging in place

*Governance is the
infrastructure that
innovation needs to thrive*





National Research Council: Aging in Place challenge program (2021-2028)



Supporting aging in place in Canada



Preventing transitions in care through improved health and wellbeing



Enabling people to continue living well with advances in frailty, ill health and other risk factors for transitions in care



Creating age-friendly communities and social infrastructure



National Research
Council Canada

Conseil national de
recherches Canada

Canada

Collaborations





BEFORE WE GET OFF THE
GROUND, I JUST NEED A GO OVER
A FEW SAFETY POINTS HERE.



Principles of trust in action

Trust the Design



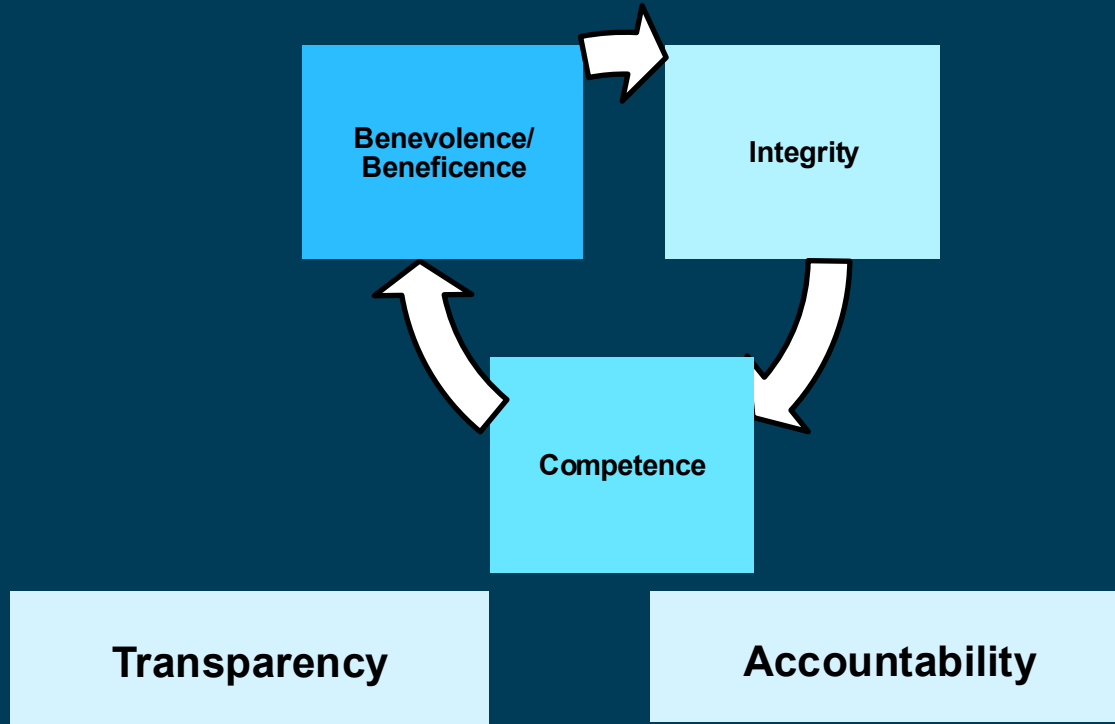
Trust the performance



Believe in the benefit



What creates 'Trust' ?



Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709–734.

<https://doi.org/10.5465/amr.1995.9508080335>

Cvitanovic, C., McDonald, J., & Hobday, A. J. (2021). Building trust among stakeholders through science partnerships. *Environmental Research Letters*, 16(10), 104012. <https://doi.org/10.1088/1748-9326/ac2d8a>

AgeTech is an ecosystem



What is the current landscape of standards for AgeTech in Canada?

• JMIR Aging, 2024 Oct 31;7:e58196. doi: [10.2196/58196](https://doi.org/10.2196/58196) [E](#)

Exploring the Landscape of Standards and Guidelines in AgeTech Design and Development: Scoping Review and Thematic Analysis

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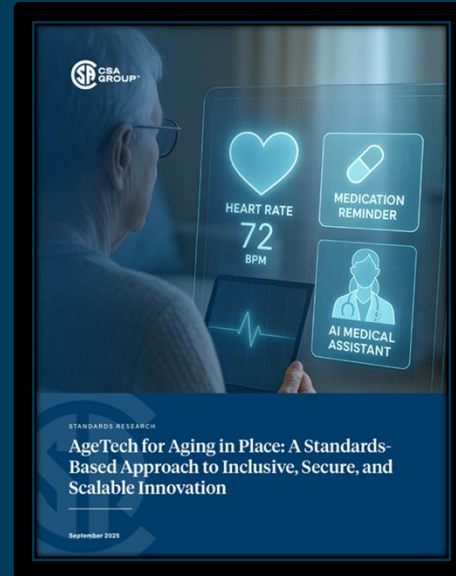
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Abstract

Background

AgeTech (technology for older people) offers digital solutions for older adults supporting aging in place, including digital health, assistive technology, Internet of Things, medical devices, robotics, wearables, and sensors. This study underscores the critical role of standards and guidelines in ensuring the safety and effectiveness of these technologies for the health of older adults. As the aging demographic expands, the focus on robust standards becomes vital, reflecting a collective commitment to improving the overall quality of life for older individuals through thoughtful and secure technology integration.

Scoping review



CSA report



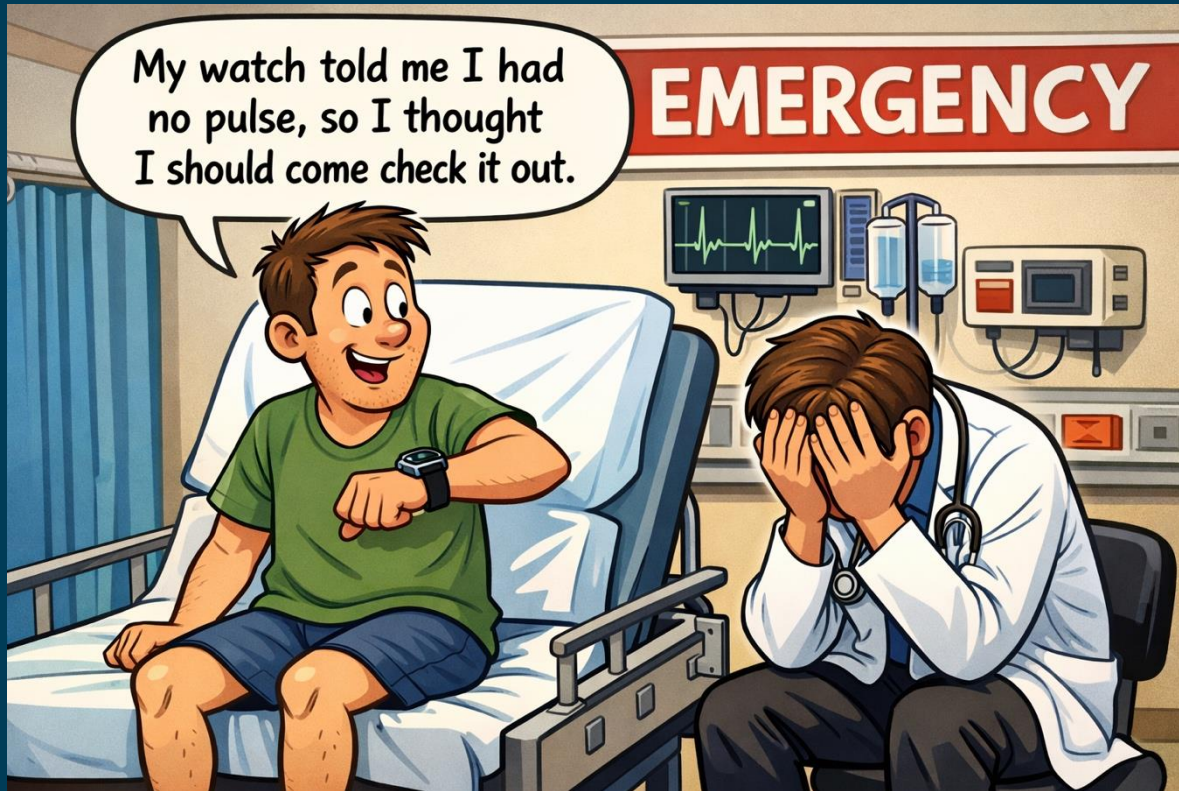
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Key findings

- Standards for inclusive design, usability and accessibility have the greatest coverage
- Gaps in ethics, privacy and security
- Limited attention to interoperability
- Challenges with data governance and quality
- Fragmentation and regulatory “grey areas”

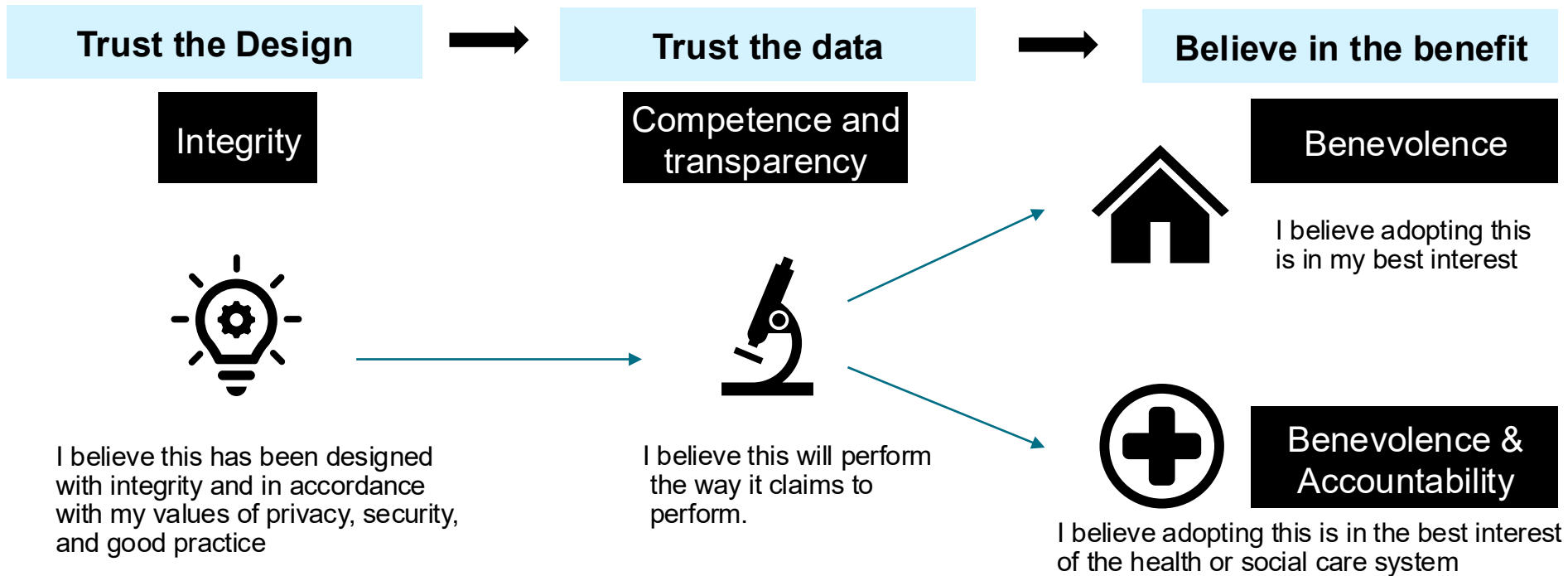
“Despite the recent increase in the use of at-home technologies, a sense of fear and mistrust remains a key barrier to scaling their adoption”.



CSA Report (2025)

Currently, we have “*a lack of standards to support the **effective interpretation and use of AgeTech data by clinicians in health care settings***”

Principles of trust in action



Naylor Report (2015)

“entrepreneurs across Canada are finding it difficult to introduce, sustain, and scale up their innovations” Specifically as a result of *“jurisdictional fragmentation”* and a *“culture of pilots.”*

Canadian Council of Academics (2025)

Canada“...excels in research but falls short when it comes to retaining the value of its innovations.”

“Without a coordinated and wide-ranging overhaul...Canada’s highly fragmented system will likely continue to underperform”

Governance becomes a catalyst when it is designed with intention and when it cultivates trust.

AgeTech Trust Framework

The diagram is shaped like a classical building with a triangular pediment at the top and a rectangular base at the bottom. The pediment contains the title 'AgeTech Trust Framework'. Below it are four columns, each representing a pillar of the framework. From left to right, the pillars are: 1. 'Guidelines and Standards for Agetech Development.' (teal), 2. 'Evidence-Based Impact and Accountability' (dark blue), 3. 'Pathways for Safe and Scalable Integration' (dark green), and 4. 'Informed Consumer Access and Empowerment' (medium green). The base of the structure is a grey rectangle containing the text 'Equity and Justice'.

**Guidelines
and Standards
for Agetech
Development.**

**Evidence-
Based Impact
and
Accountability**

**Pathways
for Safe
and
Scalable
Integration**

**Informed
Consumer
Access and
Empowerment**

Equity and Justice

Principles of trust in action

Trust the Design

Integrity



I believe this has been designed with integrity and in accordance with my values of privacy, security, and good practice

Guidelines and Standards for Agetech Development.



Trust the data

Competence and transparency



I believe this will perform the way it claims to perform.

Evidence-Based Impact and Accountability



Believe in the benefit



Benevolence

Informed Consumer Access and Empowerment



Benevolence & Accountability

Pathways for Safe and Scalable Integration

Guidelines and Standards for Agetech Development.

- Create best practice guidelines for authentic co-design
- Create best practice guidelines for inclusive & accessible design for people with diverse abilities and circumstances
- Create standards for cybersecurity, interoperability and integration
- Create data quality standards, and standards to support use of data in clinical settings
- Create plain language guidance on data ownership and sharing
- Development of a shared vocabulary and standardized definitions to support clarity

Compliance VS Incentive



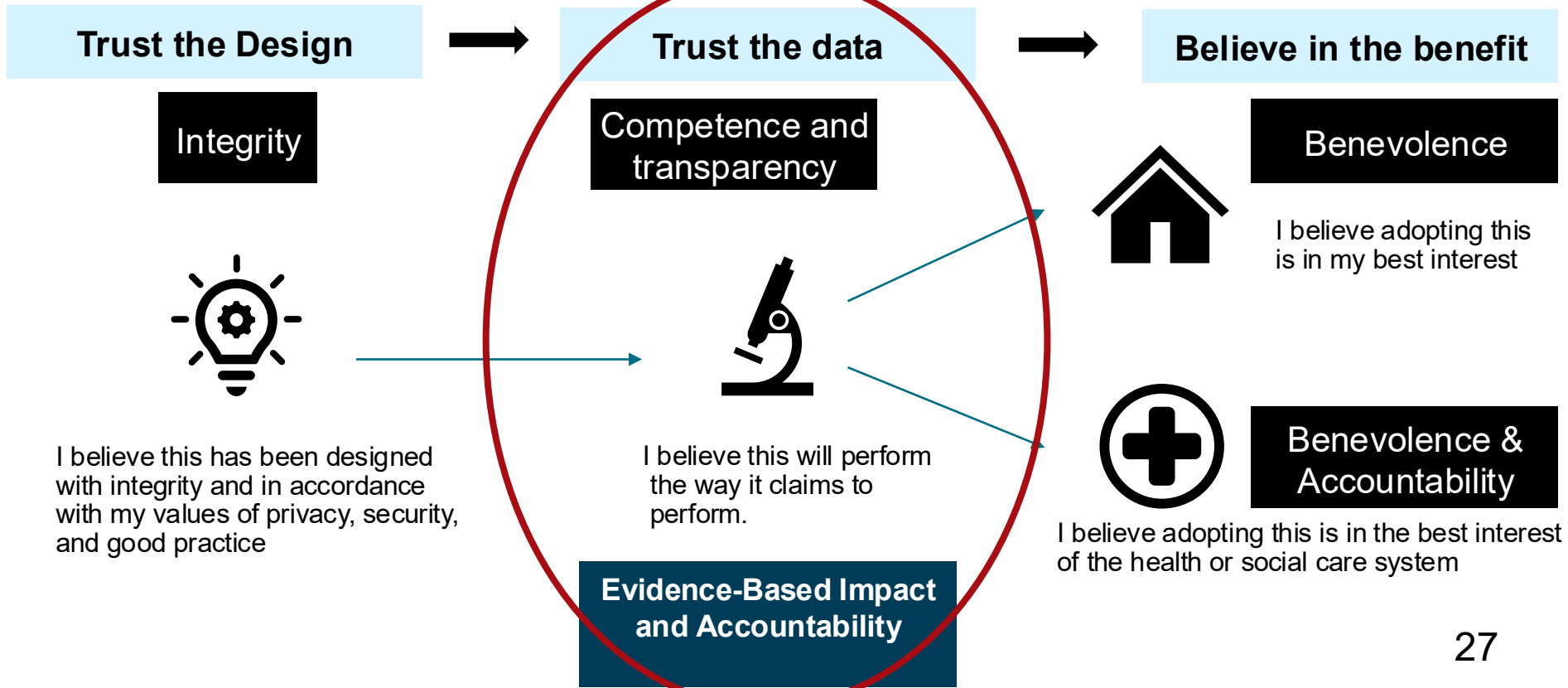
VS



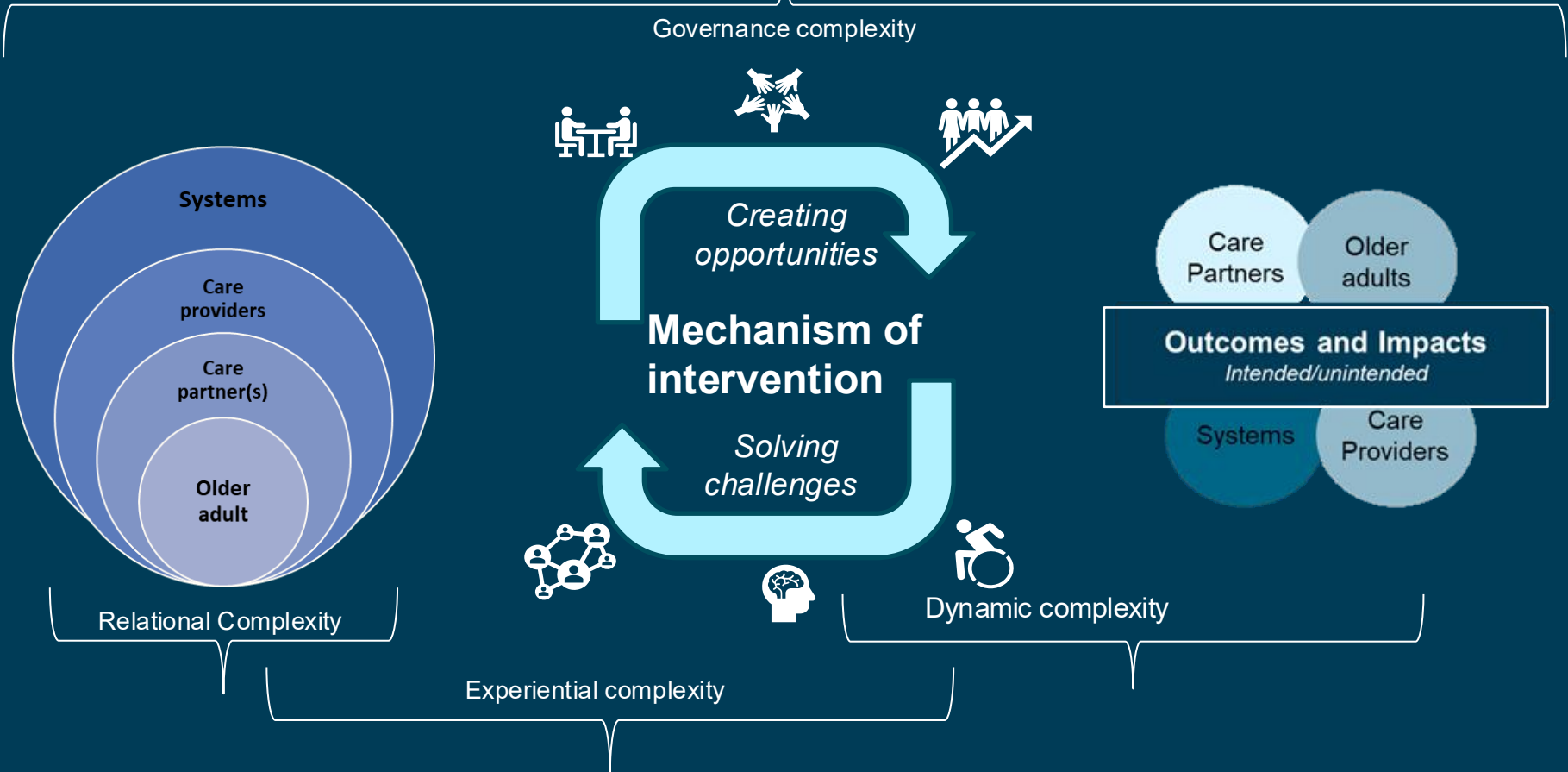
Integrity and Transparency



Principles of trust in action



Theory of change



Critical Realist Evaluation



This works



CRITICAL REALIST EVALUATION



This works for whom,
in what context,
and how

AgeTech Trust Framework

**Guidelines
and Standards
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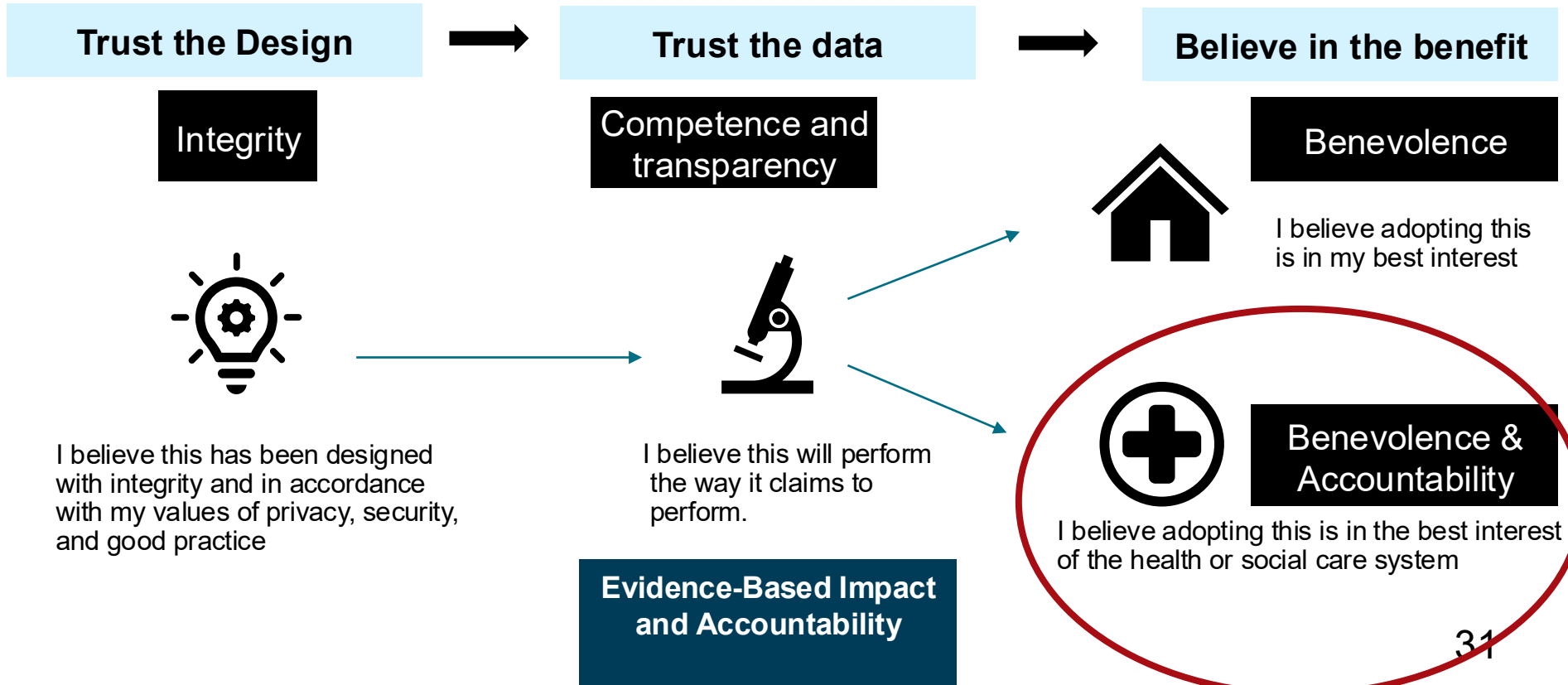
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Principles of trust in action



Pathways for Safe and Scalable Integration



Supporting the Use of Technologies for Aging in Place



Summary

As the population ages, existing approaches to help older adults remain at home and in their community are falling short. Despite a preference to age in place, many older adults spend time in long-term, critical, or palliative care.

By 2036, approximately 25% of people in Canada will be aged 65 or older,

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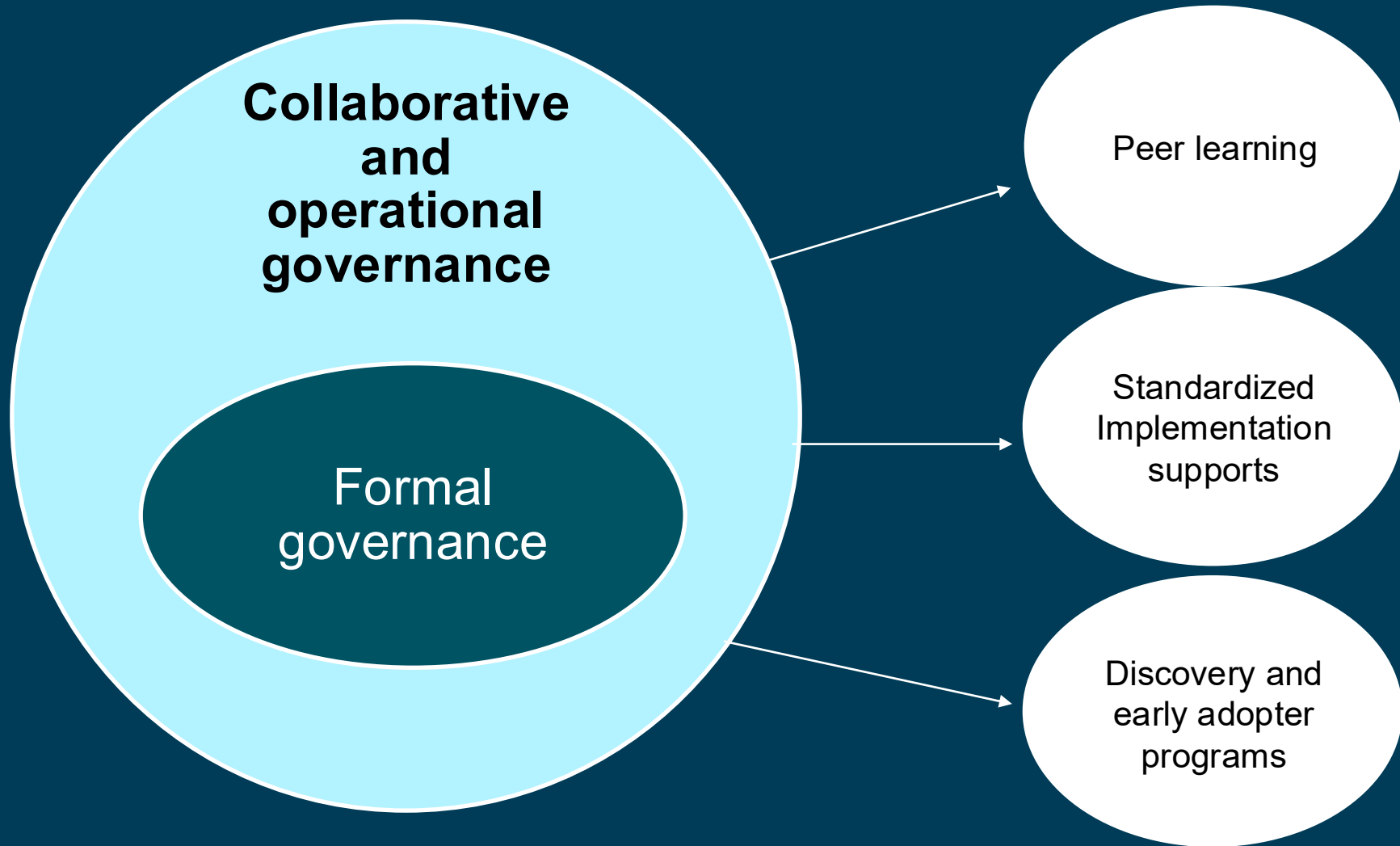
home longer, potentially improving quality of life and easing demands on caregivers and the healthcare system. However, uptake remains limited due to fragmented regulation, slow and resource-constrained health systems, the enduring digital divide, and persistent access inequities.

The question

What interventions will be most effective in enhancing the uptake of technologies to support aging in place?

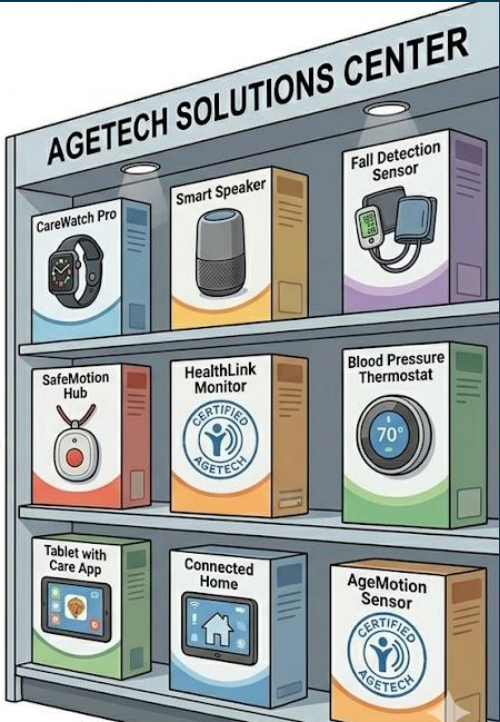
The sponsor

National Research Council Canada





WELL, WHICH ONE HAS THAT "CERTIFIED AGETECH" LOGO?



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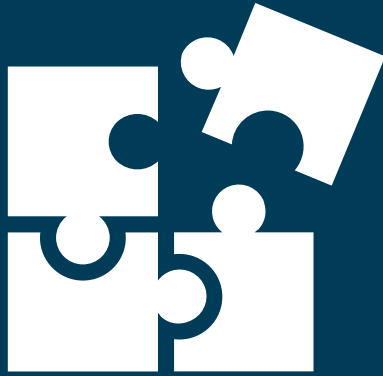
**Evidence-
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Equity and Justice

*Governance is the infrastructure that
innovation needs to thrive*



*Governance cultivates trust when it demonstrates
integrity, competence, and beneficence*



Does your governance...

- Build trust?
- Reduce uncertainty, create safety, and ensure the products that reach the consumer are an acceptable “minimum standard”?
- Offer standardized ways to evaluate and measure the impact of technology?
- Reflect the values of accessibility, diversity, privacy?
- Currently act as a roadblock, or as a catalyst?

What can we do differently?.

CHANGE
HAPPENS
AT THE SPEED
OF TRUST

Stephen Covey

Thank you

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Program Advisor

National Research Council- Aging in Place Challenge Program