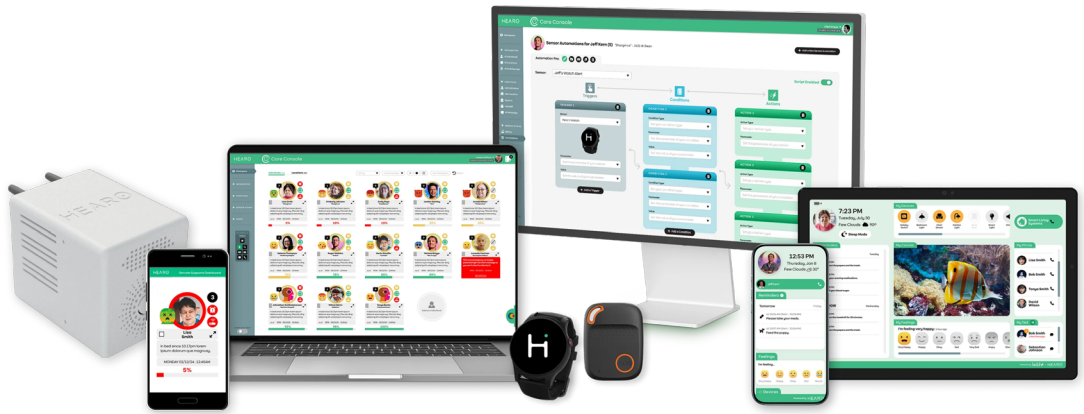
HEARO

SHOW ME SUMMIT ON AGING & HEALTH 2026

Aging in Place

New Technology, New Possibilities



Myke Bates

CEO and Co-Founder, Hearo

Tuesday, November 3, 2026 · Columbia, Missouri

WHY SO FEW?

Everybody wants this. So why so few?

75%

of adults 50 and older want to stay in their current home



Every piece is already on a store shelf

9%

of adults 65 and older use a medical alert device. Fewer than 1 in 5 of them wear it all the time.

AARP Home and Community Preferences Survey, 2024. The Senior List, Medical Alert Device Usage Report, 2026 (consumer survey).

HEARO

The pieces don’t snap together.

Somebody has to build the system.

We build it, so providers like you can run it. That’s what this talk is about.

01 ONE AFTERNOON

When do the alerts come in?

A

2 AM

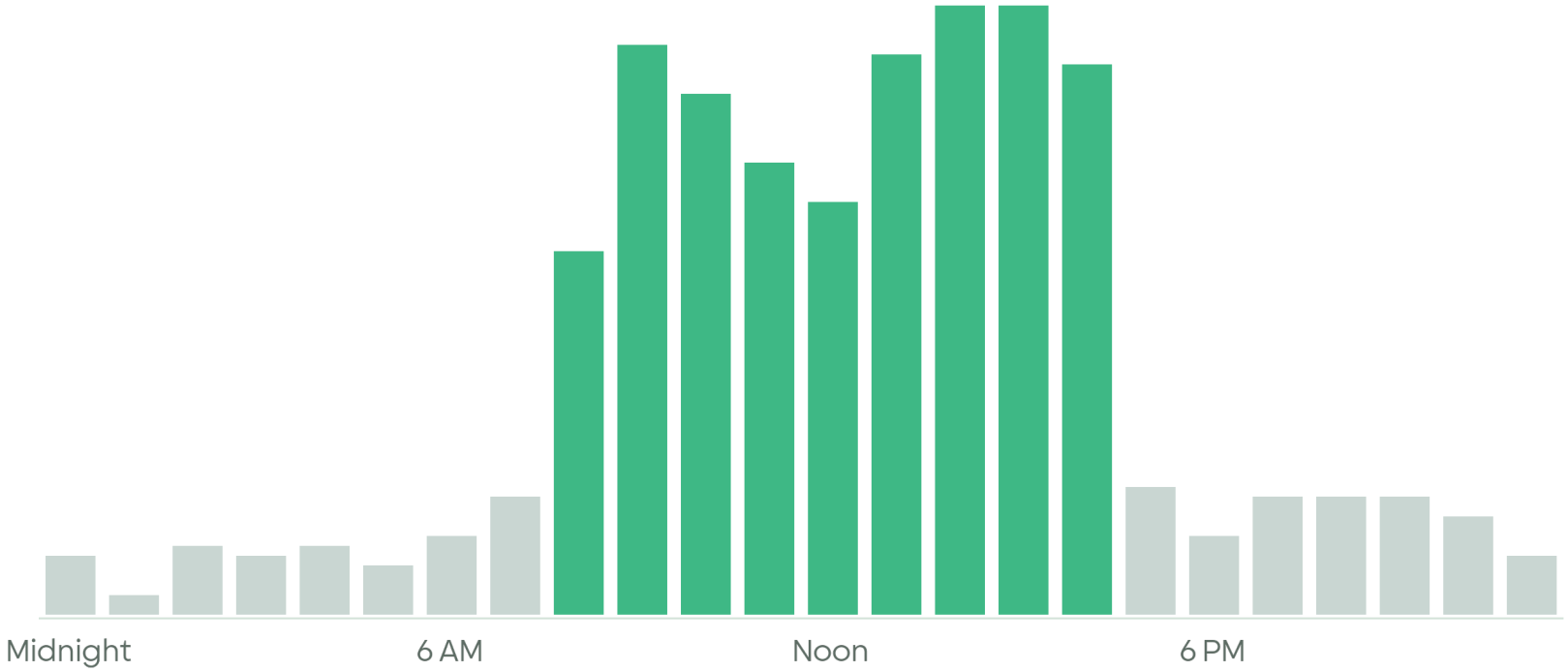
B

2 PM

HEARO

01 ONE AFTERNOON

It’s 2 PM, not 2 AM



599 SeniorAge alerts since 2024, by hour of day

79%

of alerts happen between 8 AM and 5 PM

8%

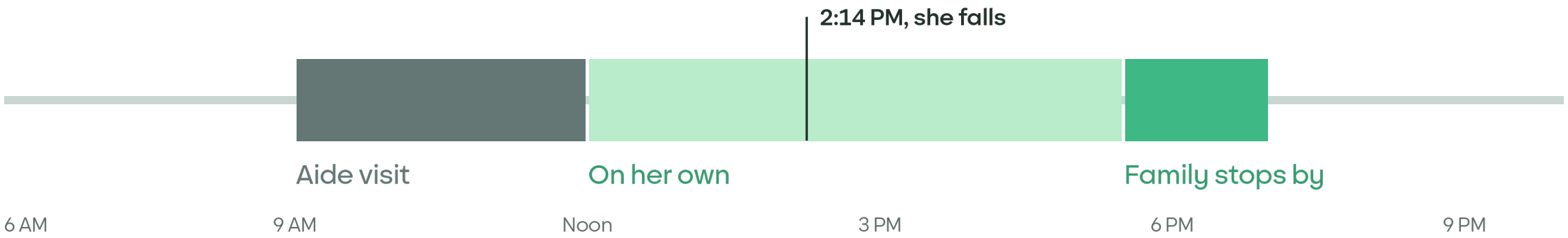
came in overnight, 10 PM to 6 AM

HEARO

01 ONE AFTERNOON

Who's with her at 2 PM?

A typical weekday for someone living alone with in-home help



2 to 4 PM

the busiest hours for fall and SOS alerts

95%

of SeniorAge homes have one person living there

That afternoon stretch is where most safety plans have nobody.

Schedule is illustrative.

HEARO

01 ONE AFTERNOON

And we can’t hire our way into that gap

Full-time help at home, 44 hours a week



$75,504 a year

Nursing home, semi-private room



$80,893 a year

Missouri annual costs. CareScout 2025 Cost of Care Survey.

$15.18 an hour for Missouri home care aides. 46th in the country for how competitive that wage is.

HEARO

01 ONE AFTERNOON

2:14 PM

She falls in the kitchen.

YOU CAN BUY

A watch that can detect a fall.

SOMEBODY HAS TO BUILD

A fall that calls her daughter first, with a team that knows her right behind.



69 fall alerts since August where nobody had to press a button

HEARO

01 ONE AFTERNOON

2:14 PM

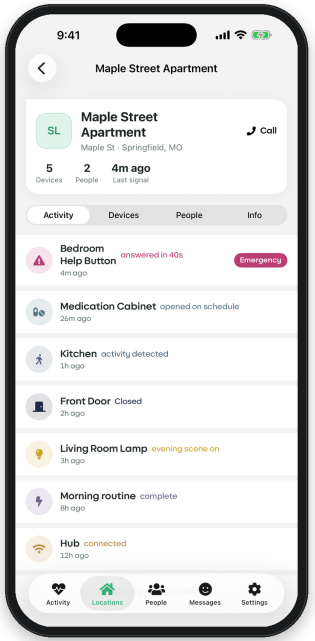
Her daughter's phone rings.

YOU CAN BUY

An app on her phone.

SOMEBODY HAS TO BUILD

A call tree that rings the right person, and puts her on the line with mom.



161 times since August she and her family were on the same call

HEARO

01 ONE AFTERNOON

2:15 PM

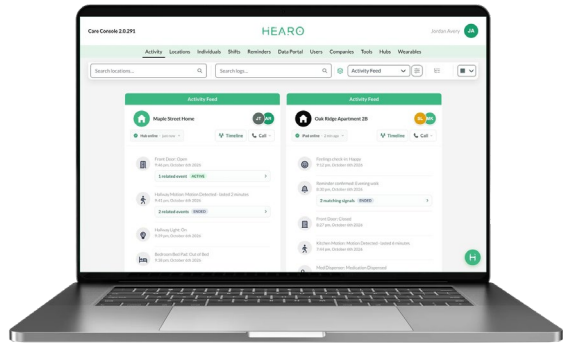
The response team calls 911.

YOU CAN BUY

A call center.

SOMEBODY HAS TO BUILD

A team that knows her, sees the alert live, and handles 911 so her daughter can stay with mom.



16 sec

median time from alert to a real person

HEARO

01 ONE AFTERNOON

2:31 PM

Paramedics are at the door.

YOU CAN BUY

A smart lock and a doorbell camera.

SOMEBODY HAS TO BUILD

Someone who sees it's EMS, unlocks it from wherever they are, and locks it after.



No kicked-in door. No waiting on a neighbor with a key.

HEARO

01 ONE AFTERNOON

MOST DAYS

The quiet days.

YOU CAN BUY

Sensors and a tablet.

SOMEBODY HAS TO BUILD

Rules that turn a pattern into a phone call, and reminders in a voice she knows.



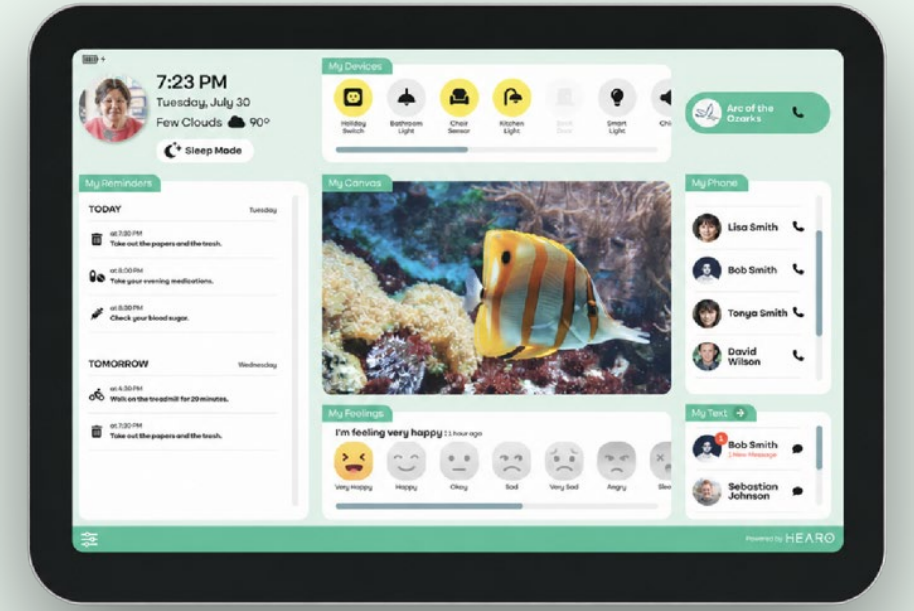
1 to 2 weeks earlier that in-home sensors picked up health changes in Mizzou's TigerPlace research

HEARO

01 ONE AFTERNOON

“She’s lonely, and she’s forgetting.”

A different family, in their own words



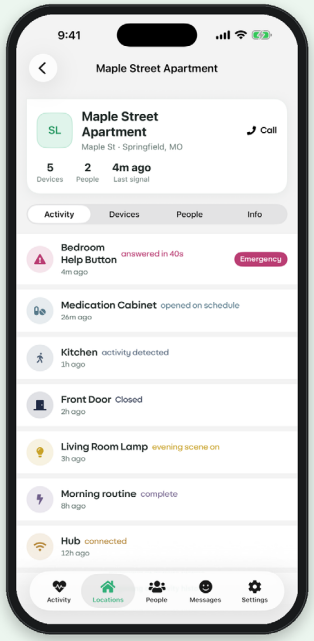
“This has changed my outlook on how long she may be able to stay independent, from months to possibly years.”

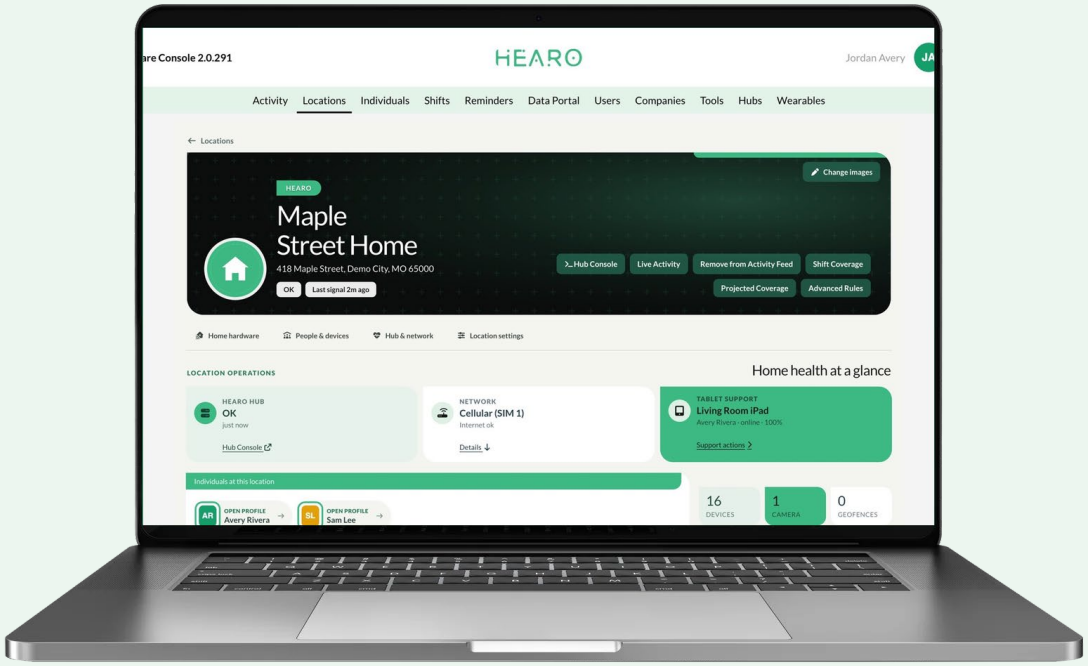
NIECE AND CAREGIVER OF AN OLDER WOMAN LIVING WITH DEMENTIA

HEARO

One system, not five products







IN THE HOME

Watch, pendant, sensors, lock, doorbell

FOR HER FAMILY

Alerts, video calls, what's going on at home

FOR CARE TEAMS

One screen: every home, every alert, live

HEARO

02 DOES IT WORK?

Every alert answered

250

fall and SOS alerts since August 14, in the 40 homes on our newest system

100%

answered by a real person

16 sec

median time to a person

93%

of the time, she was talking with someone through her watch



HEARO

02 DOES IT WORK?

Family is the first responder

250 alerts since August 14, in the 40 SeniorAge homes on our newest system



72%
Family pressed 1 on the call

8%
Family replied by text

20%
Hearo's team, when family couldn't

85% handled by the very first person called

161 calls since August put her and family on the same line

HEARO

02 DOES IT WORK?

Most alerts end in “I’m okay.”

2 in 3

calls after an alert wrap up in under 30 seconds, because she’s okay

WHAT WE USUALLY HEAR

“I slipped, but I’m okay.”

“I sat down too hard.”

“I bumped it.”

Every person gets a calibration period. We tune fall detection to how they move.

HEARO

02 DOES IT WORK?

What families told us

Survey of SeniorAge participants and the family members who get their alerts, October 2026. n = XX families, XX participants.

FAMILY MEMBERS

XX% worry less about their person being home alone

XX% think it's helping their person stay home longer

XX% check in less often, because they don't have to

PARTICIPANTS

XX%

feel safer at home

XX%

say they'd need more help or have to move without it

HEARO

02 DOES IT WORK?

What the longer-term evidence says

304 → 1,500

Missourians with I/DD using supportive technology, 2019 to 2025

$73K to $119K

saved per year for each overnight staffed shift replaced, on the DD side

TIGERPLACE, COLUMBIA

4.3 vs 2.6

years living independently, with in-home sensors vs without

Senior housing with nurse care coordination. Observational, not a trial.

NASDDDS State Spotlight: Missouri and Ohio, November 2025. Rantz et al., Nursing Outlook, 2015 (observational).

HEARO

03 BUILDING IT WITH YOU

The SeniorAge model

SeniorAge
Brighter days and a bigger community

Our flagship partnership, and the model we'd love to see in every region.

SENIORAGE BRINGS

Care coordinators who know each person and bring them in, plus the Title III funding behind it.

HEARO BRINGS

The system, and a response team that gets to know every person it covers.

FAMILIES GET

Help in seconds, and a real role in her care. Family answers first 72% of the time.

What's next: more regions running this model. AAAs, home care agencies and providers, on the same system, with their own teams or ours behind them.

HEARO

03 BUILDING IT WITH YOU

Start with one person, one need

WHO

01 Alone for long stretches between visits

02 A fall in the last year, or afraid of one

03 Family who can't be there all day

Not a fit on its own for someone who needs hands-on help most of the day.

START WITH ONE THING

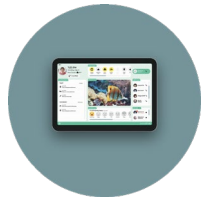

Watch


Lock



Doorbell


Sensors


Tablet

Most SeniorAge homes started with just a watch. Add the next piece once they trust it.

HEARO

Build the response plan

Every home gets set up its own way. A few rules running in SeniorAge homes right now:

WHEN
She taps “feeling sick” on her tablet

THEN
A phone call goes out to check on her

WHEN
The front door is left unlocked

THEN
The deadbolt locks itself in 5 minutes

WHEN
Someone rings the doorbell

THEN
A light flashes and her family gets a text

WHEN
She presses the button by her chair

THEN
Her family gets a text

01 Who gets called first?

02 Who’s the backstop?

03 How does help get in?

04 What happens on a false alarm?

How it gets paid for

Title III

Older Americans Act funds through your Area Agency on Aging. That's how SeniorAge funds its program.

Medicaid waivers

Missouri's DD waivers pay providers for remote supports as its own service. The Aged and Disabled Waiver doesn't, yet.

Private pay

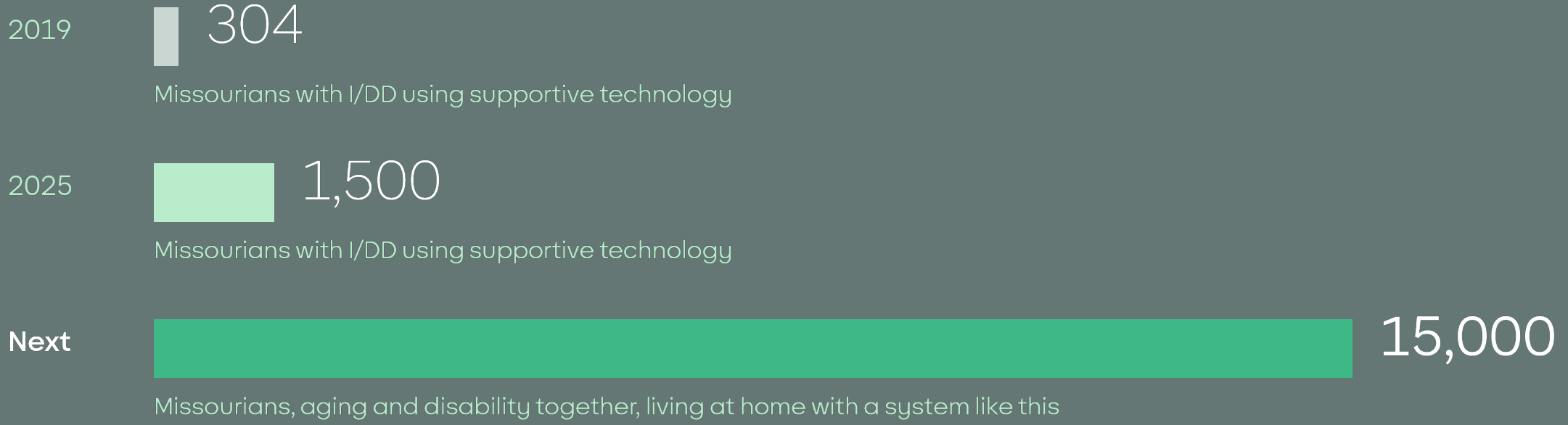
Families pay for a service you run, often split across siblings. It costs a lot less than more in-home visits.

Missouri Aged and Disabled Waiver (MO.0026), 2026 amendment: adult day care, respite, homemaker, chore, home-delivered meals. Remote supports: DMH DD Provider Bulletin 29, July 2023.

WHAT'S NEXT

From 1,500 to 15,000

Disability services in Missouri got here first. Aging is just getting started.



The pieces were always here. The system is what's new. We build it. Providers like you run it.

NASDDDS State Spotlight, November 2025. 15,000 is Hearo's goal, not a forecast.

HEARO

Thanks for having me.

Want this in your region? Let's talk after.

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HEARO