



FOR IMMEDIATE RELEASE

GroundGame.Health Brings Mission to Ground Level with Premier Sponsorship of USAging Annual Conference & Tradeshow

GroundGame.Health was created by some of the most innovative and experienced healthcare leaders in America to smash barriers in the healthcare system so resources can get from “up there” (Managed Care Organizations and Government Agencies) down to ground level Community Based Organizations where they can help the most people.

So it was a natural fit for GroundGame.Health to become a premier sponsor of the USAging ‘Answers on Aging’ Annual Conference and Tradeshow, the country’s largest gathering of local leaders in aging. Each year, over 1000 professionals come together with government experts, policymakers, business leaders, and other Aging Network practitioners and partners to share knowledge, insights and new directions in the field of aging.

Susan Rawlings Molina, CEO of GroundGame says *“GroundGame Health’s mission is to help close the health equity gap across the nation through local engagement, and what better way to advocate for this goal than to join with experts and leaders and work together to make a difference to those who most need it. We are delighted to be a part of this important journey and look forward to a successful collaboration.”*

At the Conference, GroundGame.Health did more than bring their message... they brought their mission to life by donating thousands of dollars to 4 organizations selected from the attendees. And these dollars are already having an impact at ground level. *“Thank you so much for the \$2500 for our agency! We used it to buy fans for clients because the Alabama heat is tough!! With GroundGame.Health’s donation and some local dollars, we were able to purchase enough fans to help people without air conditioning and have some left over for future clients,”* said Kelli Kimbrell, Director of the Area Agency on Aging, West Alabama Regional Commission.

“It’s great to see our participation in a conference that helps so many people come to life at ground level,” said Sri Akula, President of GroundGame.Health.











About USAging

USAging is the national association representing and supporting the network of Area Agencies on Aging and advocating for the Title VI Native American Aging Programs. Our members help older adults and people with disabilities throughout the United States live with optimal health, well-being, independence and dignity in their homes and communities. Prior to August 25, 2021, USAging was known as the National Association of Area Agencies on Aging.

USAging and our members work to improve the quality of life and health of older adults and people with disabilities, including supporting people with chronic illness, people living with dementia, family caregivers and others who want to age well at home and in the community. Together, we are ensuring that all people can age well.



USAgging is dedicated to supporting the success of our members through advancing public policy, sparking innovation, strengthening the capacity of our members, raising their visibility and working to drive excellence in the fields of aging and home and community-based services.

For more information, visit www.usagingconference.org

About the Conference

The USAging Conference has a rich history of providing peer-to-peer learning, insight into federal policy and national trends that affect local communities, and tremendous opportunities for learning. The four-day Conference offer different ways to learn about and discuss innovative approaches, hot topics, current issues in aging, replicable programs, new opportunities for procuring sustainable funding streams and more.

About GroundGame Health

GroundGame.Health is a team of healthcare leaders who have come together to create a platform and process that opens the power of innovation, data-driven insights, and relationships to smash barriers in the healthcare ecosystem. This means resources get to ground level where they amplify and accelerate the missions of community-based organizations to help people who need it most. GroundGame.Health already has proven success with one of the nation's largest payers and hundreds of ground level organizations to improve outcomes, lower costs, and enable people to live their best quality lives.

Groundgame Health Media Contact:

Evan Brownstein/evan@8children.com/917.952.0350

GroundGame Health

contact@groundgame.health