

# How might we flip the image of caregiving?

Idea Generation  
OpenIdeo Design Sprint  
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Sibley Memorial Hospital Innovation Hub

# Elevate the Language

Walk the Noble Path of Caretaking for Dementia

# Generate Noble Path Content

Main Stream Media and Celebrity

# Generate Noble Path Conversations

Online and Social Media

# Generate New Financial Models

from Blockchain bitcoins to Social Security tax credit

# Generate New Travel Partnerships

AirBnB discounts for long distance caregiver visits

# Generate New Curriculum

Partner with Udemy and Linked In for e-learning  
certificates

# Rebrand Caretaking

Caretaking for Dementia is a Spiritual Path.



# Flip the Image Team

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