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Innovation & Job News

ElderCompass takes off from Walsh College's Blackstone LaunchPad

Thursday, March 29, 2012

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Martens was a geriatric nurse that was downsized in a corporate move a few years ago when she found herself looking for a job because a non-compete contract

When an elderly family member begins to encounter health problems, many loved ones don't know to adapt to the new change in lifestyle. ElderCompass, a new start-up coming out of Walsh College, wants to give them some direction.

"A lot of people don't know where to start when an older family member's health starts to fail," says Nancy Martens, managing partners & chief clinical officer with

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kept her out of her career. That's when she started ElderCompass to help families deal with elderly members.

For the last two years she has been working with the team at the [Blackstone LaunchPad](#) program at Walsh College to get it off the ground. That helped her execute a soft launch late last year and get her website to go live last week. The two-person start-up also recently won a \$5,000 prize at the [Get Launched](#) business plan competition at Wayne State University last fall.

"That has been very helpful," Martens says. "Because of that I am on my way to the American Society of Aging Conference for Washington, D.C., for four days. I couldn't have done that without the Get Launched award.

Source: Nancy Martens, managing partners & chief clinical officer with Elder Compass

Writer: Jon Zemke

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