



# Center for Innovation (CFI) Fact Sheet

## Who We Are

**CFI is here to help care communities shed outdated ideas—and build up bolder futures for older adults and the people who care for them.** At the Center for Innovation, we believe one simple truth when it comes to care settings: **People are everything.** When we prioritize the humanity of aging—honoring both older adults and those who care for them—we unlock stronger communities, smarter growth, better services, and sustainable success for senior living community operators.

## Our Big Tent

CFI brings together two trailblazing organizations—**The Green House Project** and **Pioneer Network**—into a united front committed to revolutionizing aging services. We welcome everyone dedicated to transforming how the world serves older adults: leaders of communities and companies, researchers and academics, caregivers and ombudsmen, and policymakers, advocates, and consumers. The CFI 2025 conference also invites over 15 other non-profit organizations in the care arena to participate.

We may speak the language of sociology and science, but our mission is clear and inclusive: to make human-centered aging innovation accessible and actionable for all.

## CFI 2025: A Conference for a Bold New Era

At **CFI 2025**, we will unveil a **new brand identity** and a **refreshed service offering** grounded in our values—putting the person at the center of everything we do, accessibility, and real-world impact for our next 25 years of caring for older adults.

We're not here to **tinker** with broken systems—we're here to **transform** them.

Expect:

- A groundbreaking **brand launch**
- New **tools and resources** to support communities of all sizes and budgets
- A rallying cry to **mobilize a movement** of bold, people-first change in aging

## Our Approach

We are:

- **Not transactional—but transformational**
- Focused on **human-centered innovation**
- Championing real systemic change, not surface-level fixes
- Creating a movement that brings **all voices** to the table

## Meet the Forces Behind the Movement

### *Center for Innovation (CFI)*

The umbrella organization merging **Pioneer Network** and **The Green House Project**, CFI champions radical innovation in aging by connecting practice, policy, and research, all through a **human-first lens**.

### *The Green House Project*

Revolutionizing long-term care through small, person-directed homes where dignity, independence, and quality of life come first. We help communities **design, build, staff, and operate** homes that set the gold standard in skilled nursing care.

### *Pioneer Network*

Driving deep systemic transformation in aging services—where **choice, autonomy, and respect** are the norm. The team delivers thousands of consulting hours to communities across the U.S. and globally.

## Our Philosophy

When we center **ON people**, we move the world **forward**—and we're just getting started.