



Those who disrupt are dissatisfied with the status quo. Disruptors rattle, dismantle, suspend and shift. They create time and space for differing ideas, and interfere with the processes that individuals and institutions use to silence new thinking. The 10 people in this category show us that disruption isn't just for the younger set—even though some have been disrupting the status quo for decades. These healers, helpers, activists, advocates and educators aren't just breaking new ground in their chosen fields—they're also breaking down myths about the impact that the over-50 crowd can have on our shared future.

Caring Creator



Courageous or crazy? That's the question Lori La Bey asked herself after using her life savings to start Alzheimer's Speaks, an advocacy-based company and media outlet. After acting as a care companion for her mother—who lived with the disease for over 30 years—Lori made it her life's mission to shift our nation's dementia care culture from crisis to comfort. Her all-encompassing approach disrupts the paradigm that “experts know best” by drawing upon the knowledge of those living with dementia and their care companions, in addition to medical professionals, researchers, advocates, and businesses. Lori is the creative genius behind Alzheimer's Speaks Radio and Dementia Chats™, a free video series featuring those living with dementia. Lori also partnered with the Lutheran Home Association to start our nation's first dementia-friendly city, Watertown, Wisconsin. A true architect of change, the 59-year-old Maplewood resident has been honored in numerous ways: Oprah declared her a Health Hero and Worthy Changemaker, Maria Shriver called her an Architect of Change for Humanity, and Dr. Oz named Alzheimer's Speaks as the “#1 Influencer Online” for the disease.