There’s an App for That!

Connecting Caregivers with Resources and Support via a Public/Private Partnership
Introductions

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There are only four kinds of people in the world – those who have been caregivers, those who are caregivers, those who will be caregivers and those who will need caregivers.

Rosalynn Carter
Agenda

1. The Ubiquitous Caregiving Challenge
2. The Public-Private Partnership
3. App Demo: CareZone, with Alzheimer’s Resources
4. Reaching a Hard-to-Reach Audience
5. Results of the Partnership, to Date
6. Q&A
Who We Designed For

“When my mother was diagnosed, I went online and Googled ‘Alzheimer’s’ and found a firehose of information.”

- Unpaid, “accidental” family caregiver
- Sandwiched between caring for mom and daughters
- Balancing work, caregiving, and personal wellness
- Had little information on available resources
- Digitally literate and hungry for information
Three Key Caregiver Insights

“I never sought any information about how to care for my uncle.”
--- Shanice

“I got thrown into this role and feel like part of my life was taken away.”
--- Helen

“I’m in his emotional world, and it affects me. There’s no turning it off.”
--- Rebecca

Caregivers don’t know what they don’t know.

Caregivers experience a vortex of isolation.

Caregiving is all-consuming; it becomes a part of daily life.
The Alzheimer’s Dementia Epidemic Continues to Grow

5.5 million Americans of ALL Ages will have Alzheimer’s dementia in 2017
The Numbers Continue to Rise

By 2050, the number of people age 65 and older with Alzheimer’s disease may nearly triple — to 13.8 million (up from 5.4 million).

74.1 million (2016)

13.8 million
2050

to

5.2 million
2017
In the U.S., there are approximately 16 million caregivers for individuals living with Alzheimer’s.
Burden on Alzheimer’s Caregivers

- Providing care is highly stressful
  - Alzheimer’s Caregivers: 49
  - Other Caregivers: 35

- Providing care results in high physical strain
  - Alzheimer’s Caregivers: 29
  - Other Caregivers: 17

- Anticipate continuing care responsibilities next 5 yrs
  - Alzheimer’s Caregivers: 63
  - Other Caregivers: 49

- Report health has gotten worse due to care responsibilities
  - Alzheimer’s Caregivers: 35
  - Other Caregivers: 19
One-third of caregivers for people with Alzheimer’s or another dementia report that their health has gotten worse due to care responsibilities compared to 19 percent of caregivers without dementia.
The Needs of People Living with Dementia...

...and their Caregivers

- Disease education
- Support
- Caregiving strategies
- Access to community resources
  - Assisted living programs
  - Skilled nursing homes
  - Day centers
  - Home health programs
  - Elder law attorneys
Example Resources from the Alzheimer’s Association

- **24/7 Hour Helpline**
  - 800-272-3900 | alz.org
  - Trusted resource for public education

- **KNOW the 10 SIGNS**
  - EARLY DETECTION MATTERS
  - Resources and support for caregivers

- **Community Resource Finder**
  - Find local resources

Award-Winning website: alz.org
The Concept

Connect with a personal guide

Check-in and receive curated tips

Know where to look next
The Public-Private Partnership

Vision and Concept

Live Help and Curated Resources

Leading Mobile App for Caregiving
# Overlapping Missions

<table>
<thead>
<tr>
<th>carezone</th>
<th>To simplify the lives of those caring for themselves or loved ones—parents, spouses, grandparents, children.</th>
</tr>
</thead>
<tbody>
<tr>
<td>alzheimer's association</td>
<td>To eliminate Alzheimer’s disease through the advancement of research; <strong>to provide and enhance care and support for all affected</strong>; and to reduce the risk of dementia through the promotion of brain health.</td>
</tr>
<tr>
<td>THE SCAN FOUNDATION</td>
<td>To advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence.</td>
</tr>
</tbody>
</table>
REACHING A HARD-TO-REACH AUDIENCE
An Audience That’s Hard-To-Reach

5.5 MILLION Americans live with Alzheimer’s or dementia

15+ MILLION Americans provide care

18.1 BILLION hours of unpaid care

$220 BILLION in unpaid care
How We Find Our Audiences

40% Organic/Partner Adoption

60% Paid Marketing
How Do Organic/Partner Channels Work?

Available Alzheimer’s channels:

- Website
- Blog
- Email
- Newsletter
- Call center
- Social media posts
- Events
- Local chapters
- Webinars
- Forums
Paid Channels … Not What You Think

Describe/illustrate situation

Highlight value to the audience
RESULTS OF THE PARTNERSHIP
“Engagement” is a Lasting, Trusting Relationship

High-engagement apps build deeper relationships with audiences — over time.

✓ People use the app ongoing.
✓ They use the app multiple times a month, week, and even day.
✓ They spend more time with the app.

When engagement/retention is higher, the cost of communicating with the audience is lower.
Scanned Information Drives Ongoing Engagement

- Drives Medication Adherence
- Tracks Biometrics
- Prompts for Services
- Personal Contact

7 Sessions per Week
# Who Are the Users and What Do They Do?

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td># of resources accessed by user</td>
<td>2-3/wk</td>
</tr>
<tr>
<td>Gender (F/M)</td>
<td>60/40</td>
</tr>
<tr>
<td>Average Age of Caregiver</td>
<td>50+</td>
</tr>
<tr>
<td>Individuals and Families</td>
<td>~15,000</td>
</tr>
<tr>
<td># of Calls to 24/7 Helpline</td>
<td>35-40/wk</td>
</tr>
<tr>
<td># of Items Added</td>
<td>15/mo</td>
</tr>
<tr>
<td># of Sessions</td>
<td>5+ /wk</td>
</tr>
<tr>
<td># of Medications</td>
<td>7</td>
</tr>
<tr>
<td>Phone is Only Internet Device</td>
<td>24%</td>
</tr>
</tbody>
</table>

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What Content is Important to Users?

Alzheimer’s Assoc. services clicked
- Newsletter
- Care consultation
- Care strategies
- 24/7 Helpline

Educational materials clicked
- Checklist: Aging with dignity
- Activities at home
- What we know about preventing
- Understanding the stages
- Tips for communication
And Most Importantly…

“CareZone has been a lifesaver and has saved me a great deal of time.”

— Patrice, a caregiver for a loved one with Alzheimer’s disease.
Get the CareZone Alzheimer’s Experience

Text “ALZ” to 301-900-5050 to get the free CareZone app.
NEXT STEPS
Q&A
THANK YOU!