

A photograph of three elderly individuals sitting together in a living room. On the left, a woman with dark hair is smiling and looking at a smartphone held by an older woman in the center. The woman in the center has short white hair and glasses, and is also smiling. To her right, an older man with a white beard and glasses is looking towards the phone. On the far right, another man with glasses is partially visible, also smiling. The background shows a bookshelf and a framed picture on the wall. The overall mood is warm and positive.

**INNOVATIVE STRATEGIES:
CONNECTING ISOLATED OLDER
ADULTS THROUGH TECHNOLOGY**

**PRESENTED BY:
NJHSA & UNIPER-CARE TECHNOLOGIES**

OUR PRESENTERS



Reuben Rotman

CEO at Network of Jewish Human Service Agencies

U N I P E R

Avi Price

COO, Co-Founder @Uniper-Care Technologies

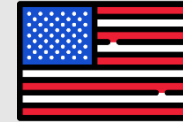
VIRTUAL SENIOR COMMUNITY

CONNECTED. ENGAGED. INDEPENDENT



U N I P E R

UNIPER USA



UNIPER ISRAEL



UNIPER AUSTRALIA



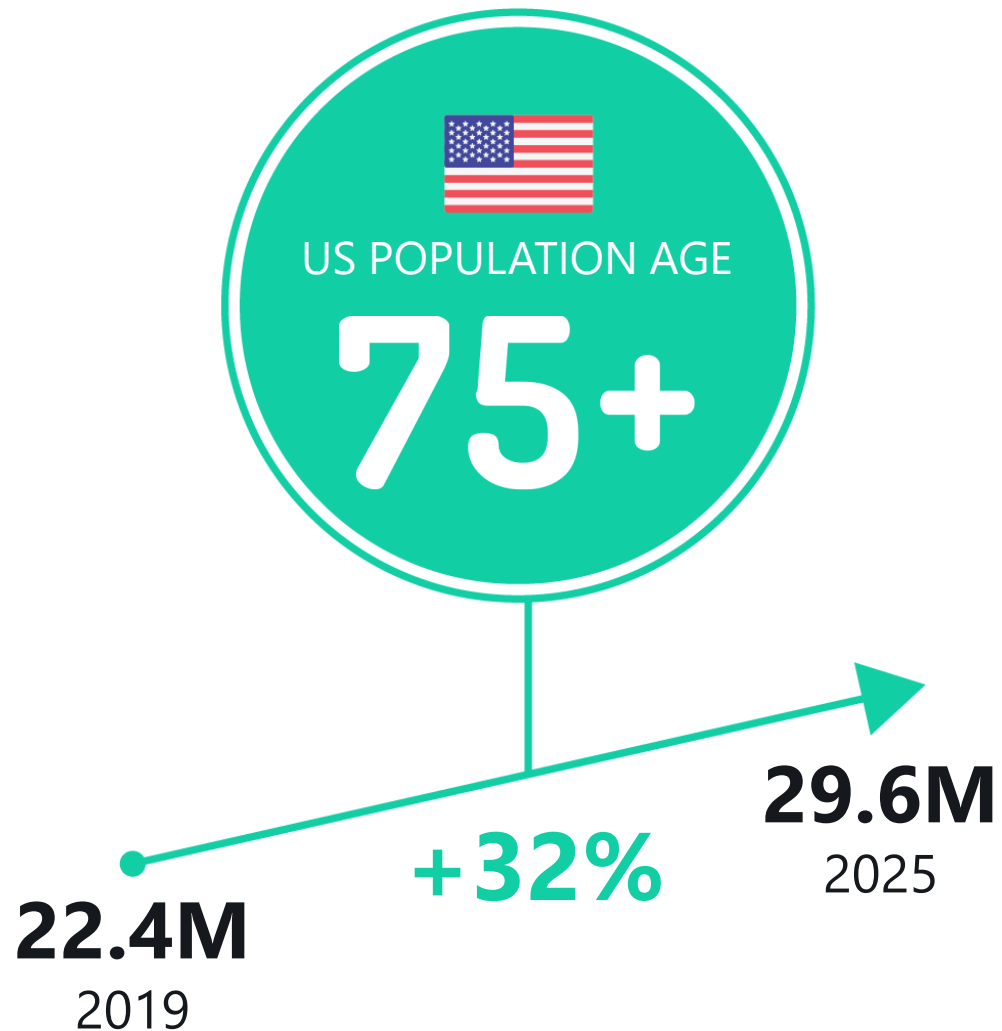
U N I P E R



SOCIAL ISOLATION

25 million people over the age of 60 suffer from chronic loneliness — more than the number of Americans with diabetes

THE WORLD IS AGING



WITH UNMET NEEDS LONELIER & ISOLATED.

10.3M Suffer from chronic loneliness

48% Suffer from isolation and loneliness

FRAIL, YET SEEKING INDEPENDENCE

90% Prefer aging at home

25% Live with 1 or more chronic conditions

AND THESE ARE THE PICTURES WE SEE...

SPENDING HOURS A DAY IN FRONT OF THE TV... ALONE.

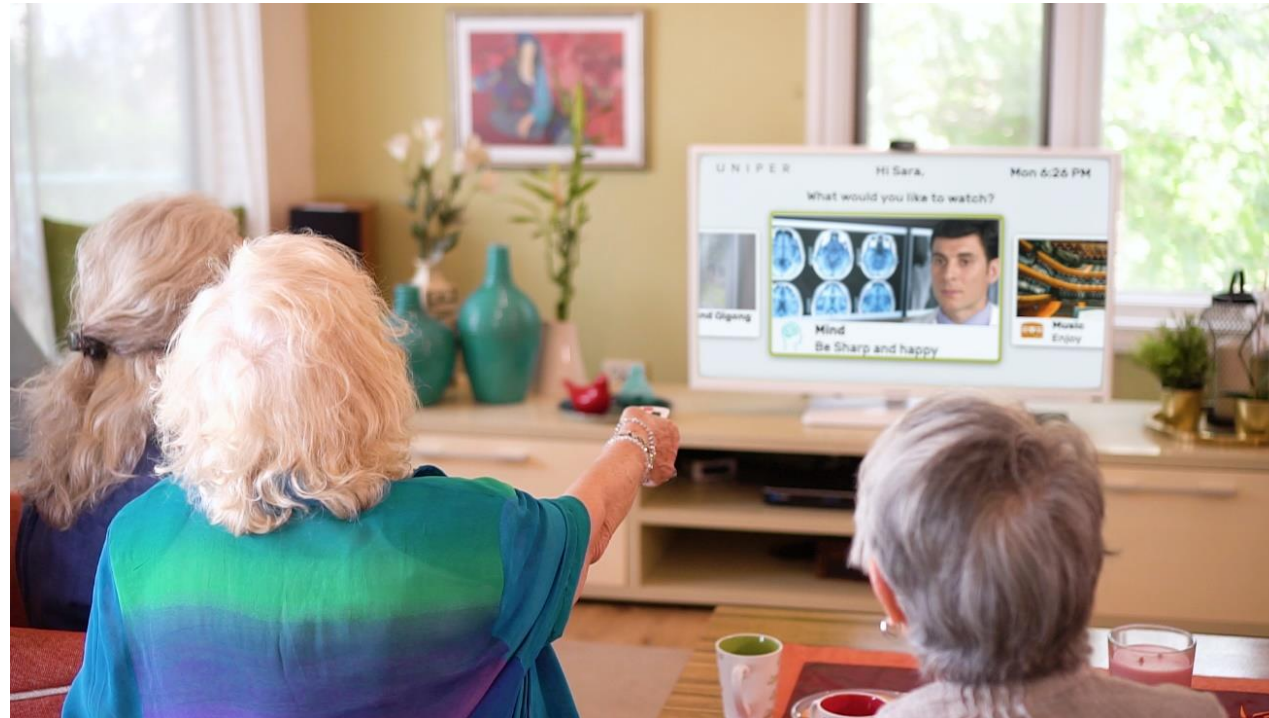


...TO CONNECTED, ENGAGED AND EMPOWERED. STAYING SOCIAL, ACTIVE AND INDEPENDENT.



ACCESSIBLE, TECH-ENABLED SERVICE

VIRTUAL COMMUNITY SERVICE FOR OLDER ADULTS



TECH ENABLED SERVICE TO REDUCE SOCIAL ISOLATION AND LONELINESS, PROMOTE PREVENTATIVE CARE AND HEALTHIER LIFESTYLE AT HOME.

VIDEO

[A Day with LIFE@HOME](#)

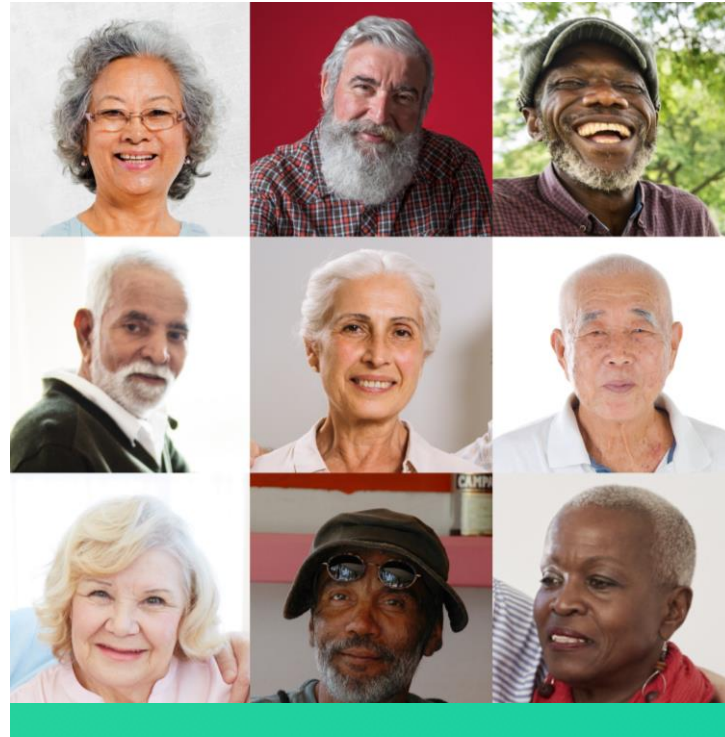
SHIFTING THE PARDIGM

NOT JUST **MONITORING** OLDER ADULTS. **EMPOWERING THEM.**



ACCESSIBLE

The good old TV



SOCIAL

Community based



PREVENTATIVE

Built-in engaging mechanisms

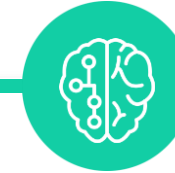
THE STRATEGY - USAGE OF SMART TECHNOLOGY

ACCESSIBLE, PERSONALIZED, ENGAGING SOCIAL PLATFORM



FOR OLDER ADULTS IN HOME PLATFORM (CONNECTIVITY HUB)

Cross platform -
Simple and Intuitive Interface



SERVICE MANAGEMENT PORTAL

The "brain" – AI and rule based Engine to Drive Personalized Programs and Care at home and drive engagement



Only 30% of 75+ have Smart phone (2018 PEW research)

ACCESSIBLE TECHNOLOGY

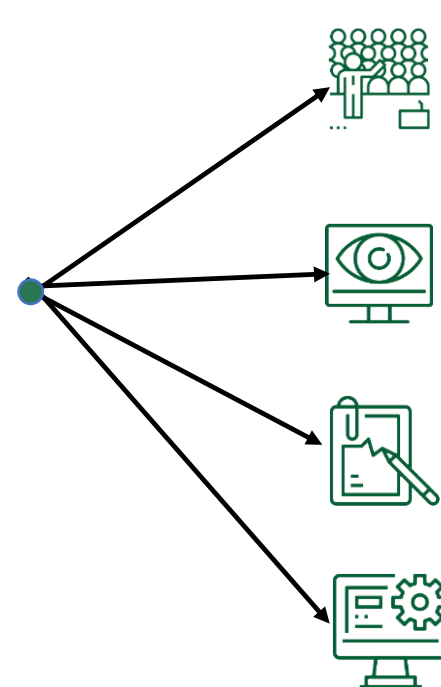
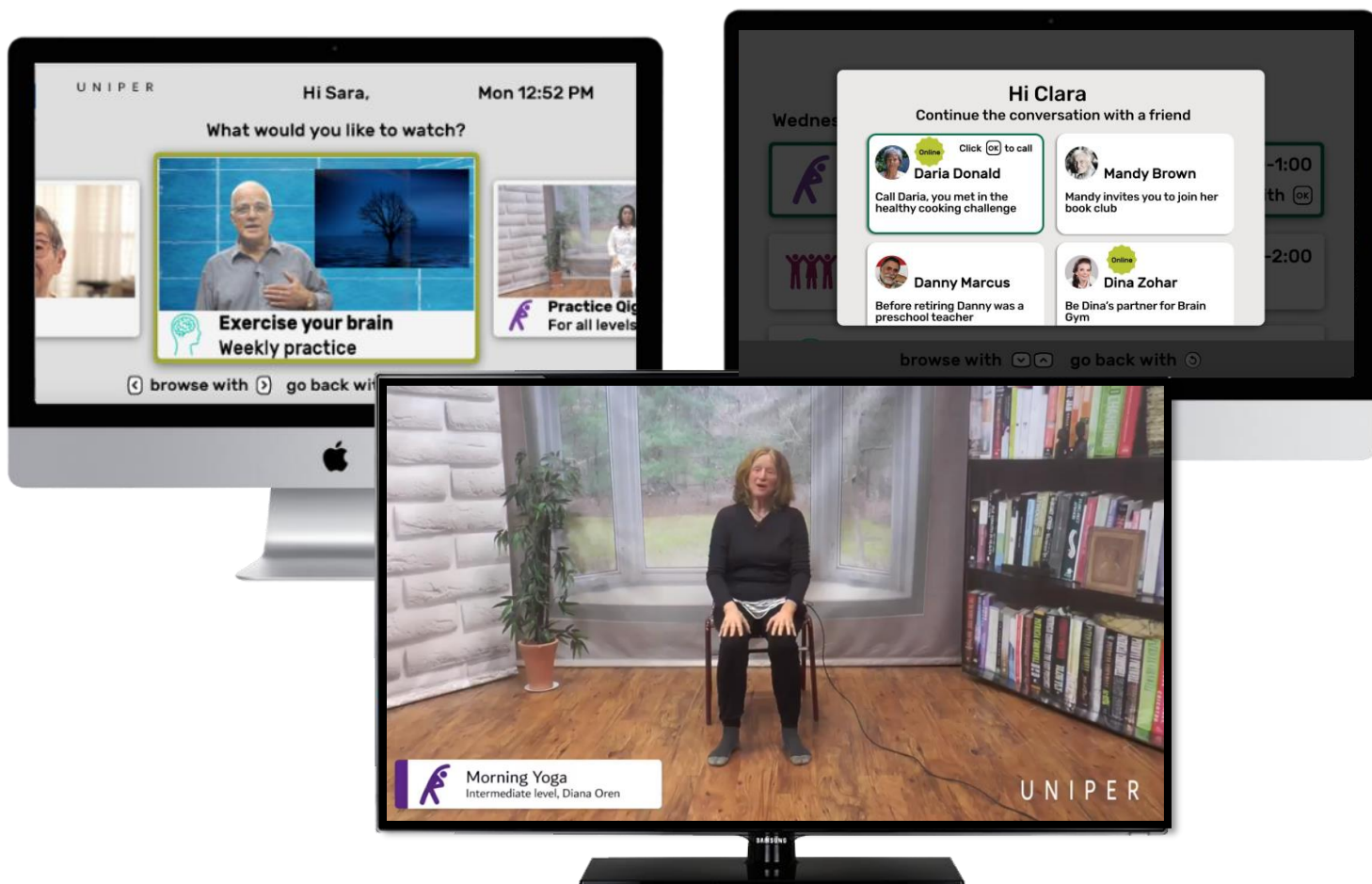
DESIGNED BY AND FOR OLDER ADULTS



- + Works on any TV
- + Same Source/Input
- + Audio-video enabled
- + HIPPA compliant
- + Multi-lingual
- + Remote-control with Mic

KEEPING ACTIVE, ENGAGED, INDEPENDENT.

LIVE WEBINARS AND GROUP ACTIVITIES



Live & recorded
group activities and
workshops

Telecare

Monitoring

Preventative
live & recorded health
and wellness content



LIFE@Home
powered by U N I P E R

Pilot – JFS{LIFE@HOME:

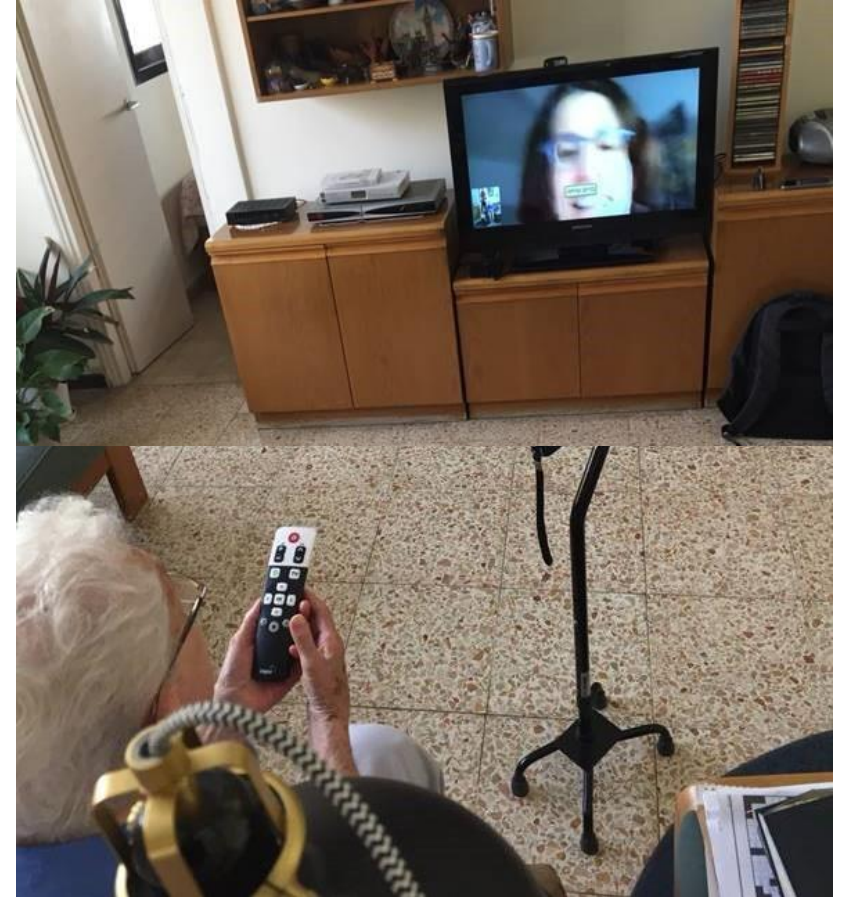
Living Inspired Fit & Engaged @Home





















- **Engage:** 50 homebound older adults
- **Connect:** With community, senior centres and programming
- **Create:** LIFE@Home community

LIFE@Home Client Profile

- HOMEBOUND
- LIMITED // MOBILITY ISSUES
- SOCIALLY ISOLATED // LONELY
- BEHAVIORAL HEALTH CONDITIONS (MILD DEPRESSION/ANXIETY)
- RURAL



TYPICAL WEEKLY PROGRAM

When?	Monday	Tuesday	Wednesday	Thursday	Friday
09:00	Morning yoga 		Bone building exercise ^[SEP] With Merry 		Chi Qong  With Samuel
11:00	Community Event 		Bone building exercise  With Merry		Chi Qong  With Samuel
16:30	Cultural stations & Music ^[SEP] With Barry 	Play trivia till 100 points  With Heather	Natural nutrition  With Norah	Around the world in pictures  With Sheli	Know your memory ^[SEP] With Dr.Stern 
19:00	Around the world in pictures  With Sheli	Natural nutrition  With Norah	Know your memory  With Dr.Stern	Play trivia till 100 points  With Heather	Cultural stations & Music ^[SEP] With Barry 
23:00		Night talks ^[SEP] With Julie 		Guided imagery  With Fran	

FOCUSED OUTCOMES

RELIEVING LONELINESS



FALL PREVENTION



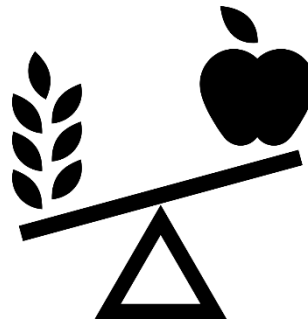
ALLEVIATING ANXIETY



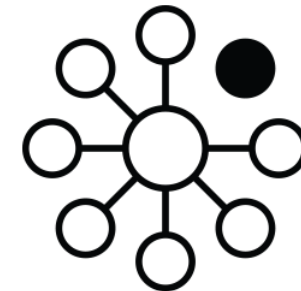
REDUCING DEPRESSION



IMPROVING NUTRITION
INTAKE



COMBATING ISOLATION



Client Measured Outcomes



1) Successful adoption of the system and using it as intended.

2) Significant decrease in measurements of:

- Loneliness (- 29%)
- Depression (-41%)
- Increase in emotional well-being (+16%)
- Growth in social engagement. (+22%)

The process – A 2-sided Journey

- Engage Social Workers
- Identify clients who match profile
- Enroll identified clients
- Home visit with Social Worker/Uniper to install and instruct, conduct initial evaluation
- Team meetings with staff/Uniper

Videos

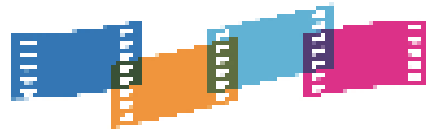
[In their own words I - Clients](#)

[In their own words II - Staff -](#)

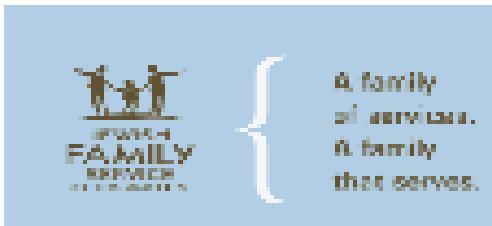
SOCIAL ISOLATION IMPACT COALITION

FORGING COLLABORATIONS AND EARLY BUY-IN





MPTF



St. Vincent Meals on Wheels



UNIPER



General Guidance on Pricing

- 1) Monthly Subscription (per client): \$35**
- 2) One-time Installation fee: \$150**
- 3) Optional: Service Portal/Telecare: \$650**

Funding Options to Consider:

Philanthropic: Foundation Grants/Donors/Federation/United Way

- Focus: Supporting homebound clients, addressing social isolation, maximizing use of technology, marshaling efficiencies for increased case management, innovation, Israeli tech company.

Fee for Service: Medicare/Insurance/Private Pay/Mental health

- Focus: Telecare: Reimbursement for mental health counseling varies from State to State and Co to Co. Could also supplement private pay case management.

Government: Area Agency on Aging

- Focus: If taxonomy supports – case management/socialization programming for congregate nutrition sites.

For consideration . . . JFNA/ACL RFP:

INNOVATIONS IN PCTI SUPPORTIVE SERVICES FOR HOLOCAUST SURVIVORS

- NJHSA to serve as lead applicant and participating agencies would serve as subcontracting agencies
- Funding from JFNA/ACL would support one year of core operations to bring Uniper Cares to Survivor client base.
- Participating agencies would each need to identify 50 appropriate clients – toward overall goal of 500 (50 per agency; 10 agencies).
- Participating agencies would be required to identify match 25% to support related expenses (staffing, client internet, programming, etc.).
- NJHSA will issue RFP to NJHSA member agencies by end of July 2019 with goal for local implementation as of March 1, 2020 – to be consistent with JFNA/ACL RFP.

Summary & Lessons Learned

- ISOLATION & LONELINESS EPIDEMIC
 - Need to find new ways to serve
- GETTING STAFF TO 'BUY-IN' EARLY ON
- IDENTIFYING & ENROLLING BEST CANDIDATES
 - Who were the best fits
 - Who definitely did not fit – not exclude
- FUNDING & COLLABORATIONS
 - Planning the day “after”
 - Joining coalitions and impact groups
 - Getting City/County/State involvement

THANK YOU!

For Further information:

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