INNOVATIVE STRATEGIES: CONNECTING ISOLATED OLDER ADULTS THROUGH TECHNOLOGY

PRESENTED BY: NJHSA & UNIPER-CARE TECHNOLOGIES
OUR PRESENTERS

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VIRTUAL SENIOR COMMUNITY
CONNECTED. ENGAGED. INDEPENDENT
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

US POPULATION AGE

75+

22.4M 2019

+32% 2025

29.6M

WITH UNMET NEEDS
LONELIER & ISOLATED.

Suffer from chronic loneliness

10.3M

Suffer from isolation and loneliness

48%

FRAIL, YET SEEKING INDEPENDENCE

Prefer aging at home

90%

Live with 1 or more chronic conditions

25%
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 “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
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

<table>
<thead>
<tr>
<th>When</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Morning yoga</td>
<td>Bone building exercise</td>
<td>Bone building exercise</td>
<td>Chi Qong</td>
<td>With Samuel</td>
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<tr>
<td></td>
<td>With Merry</td>
<td>With Merry</td>
<td>With Merry</td>
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<tr>
<td>11:00</td>
<td>Community Event</td>
<td>Play trivia till 100 points</td>
<td>Natural nutrition</td>
<td>Around the world in pictures</td>
<td>Know your memory</td>
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<tr>
<td></td>
<td></td>
<td>With Heather</td>
<td>With Norah</td>
<td>With Sheli</td>
<td>With Dr. Stern</td>
</tr>
<tr>
<td>16:30</td>
<td>Cultural stations &amp; Music With Barry</td>
<td>Natural nutrition</td>
<td>Know your memory</td>
<td>Play trivia till 100 points</td>
<td>Cultural stations &amp; Music</td>
</tr>
<tr>
<td></td>
<td></td>
<td>With Heather</td>
<td>With Dr. Stern</td>
<td>With Heather</td>
<td>With Barry</td>
</tr>
<tr>
<td>19:00</td>
<td>Around the world in pictures With Sheli</td>
<td>Snow white</td>
<td>Play trivia till 100 points</td>
<td>Cultural stations &amp; Music</td>
<td>With Barry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>With Norah</td>
<td>With Dr. Stern</td>
<td>With Heather</td>
<td>With Barry</td>
</tr>
<tr>
<td>23:00</td>
<td>Night talks With Julie</td>
<td>Guided imagery</td>
<td>Guided imagery</td>
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</tbody>
</table>
FOCUSED OUTCOMES

RELIEVING LONELINESS
FALL PREVENTION
ALLEVIATING ANXIETY

REDUCING DEPRESSION
IMPROVING NUTRITION INTAKE
COMBATING ISOLATION

U N I P E R
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
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.
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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