RECONNECTING COMMUNITIES DURING COVID-19

Powered by UNIPER
AGENDA

- Challenges
- Introduction to Uniper
- Partnership Overview
- Key Components/ Journey
LOWER SOCIAL DETERMINANTS OF HEALTH ARE THE NEW REALITY.
THE IMPACTS OF SOCIAL DISTANCING FOR THE AT-RISK PERSONS

1. NO ACCESS TO COMMUNITY-BASED SERVICES AND CARE.
2. NO SOCIAL ENGAGEMENT AND SOCIAL SUPPORT.
3. LIMITED PERSONALIZED CARE AND DIRECT ENGAGEMENT.
4. LIMITED ACCESS TO INFORMATION AND HEALTH EDUCATION.
THE TIMES THEY ARE A-CHANGIN’

ENGAGING CLIENTS WHERE THEY ARE, PROVIDING THEM WHAT THEY NEED, WHEN THEY WANT IT.

B R I C K & M O R T A R F O C U S

D I G I T A L H Y B R I D
UNIPER IS A TURNKEY SCALABLE AND SUSTAINABLE SDoH, TECH-BASED SERVICE.

ACCESSIBLE SOCIAL ENGAGEMENT IS THE KEY THAT UNIPER LEVERAGE TO DRIVE THE BEHAVIORAL CHANGE NEEDED BY OLDER ADULTS TO ADOPT A HEALTHIER, HAPPIER, MORE INDEPENDENT LIFE.
ENGAGING, SOCIALIZING AND RECEIVING PERSONALIZED CARE. 24/7

- Live and interactive social, health and wellness activities and health education
- HIPAA compliant telecare for remote case management, care and therapy.
- Access to remote health intakes and assessments to deliver personalized care
- Family connections and support
MEET THE COMMUNITY WHERE THEY ARE, IN A WAY THAT MAKES SENSE, TO THEM.

ACTIVE SENIORS
Web, tablet & mobile

OLDER ADULTS & PWD
TV-based

HEALTH PARTNERS
Community Management Portal
ACCESSIBLE TECHNOLOGY
DESIGNED BY AND FOR OLDER ADULTS

- Works on any TV
- Same source/input
- Audio-video enabled
- HIPAA compliant
- Multi-lingual
- Remote-control with Mic

PRODUCT VIDEOS:
Uniper-short-promo  Uniper full Demo
PEER-TO-PEER ENGAGEMENT, CREATING A SUSTAINABLE NETWORK EFFECT.

4 PM: Teatime & current affairs

9 PM: Bedtime Guided Mindfulness
## EXAMPLE OF A WEEKLY ROUTINE

Creating daily routines, with a mix of programing and social interventions that are personalized according to group size, condition and more.

<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>Morning</td>
<td>Fitness: Chair-Yoga</td>
<td>Fitness: Qi-gong</td>
<td>Fitness: Bone building exercise</td>
<td>Fitness: Gait and balance exercise</td>
<td>Webinar Positive thinking</td>
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<tr>
<td>Afternoon</td>
<td>Webinar Laughing yoga</td>
<td>Group: Reminiscence through sport or music</td>
<td>Webinar: Fall prevention, nutrition, medication intake</td>
<td>Group/community: Coping with age challenges - relationships, loneliness, loss, family and more</td>
<td>Group/community: ‘Fun’ activities Travel, Lifestyle, History, Trivia</td>
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<tr>
<td>Evening/night</td>
<td>Webinar Guided imagery</td>
<td>Group: Mindfulness for GAD and insomnia</td>
<td>Group or Webinar Night owls – Intimate lecture</td>
<td>WEEKEND PROGRAMING</td>
<td></td>
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</tbody>
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### WEEKEND PROGRAMING
- Fall Prevention
- Social isolation/loneliness
- Health Education
- Telecare (case management, therapy, PCP)

- Depression/anxiety
- Guided imagery
- Intimate lecture
- ‘Fun’ activities Travel, Lifestyle, History, Trivia
EMPOWERMENT CREATES ENGAGEMENT, THAT LEADS TO POSITIVE HEALTH OUTCOMES.

Engagement
- MONTHLY ACTIVE: 70%
- WEEKLY ACTIVE: 52%
- > 45 MINUTES DAILY: 25%

Outcomes
- +78% PERCEIVED HEALTH
- -28% DEPRESSION
- -19% LONELINESS
UNIPER IS TURNKEY COMMUNITY ENGAGEMENT SOLUTION.

1. SCALABLE & AFFORDABLE
   The community network effects, and the accessible tech-based service allows to delivery high engaging value at low cost and scale.

2. HIPAA-COMPLIANT
   Uniper’s secure telehealth platform delivers care and augment Uniper’s built-in live and recorded preventative care programs.

3. PERSONALIZED & EVIDENCE-BASED
   Uniper’s certified instructors and community coaches deliver live & interactive evidence-based programs and activates and recorded content.

4. PROVEN EFFECTIVENESS
   Uniper had been operational since 2016 and in the USA since 2018 serving thousands of members with pre/post research proven outcomes.
OUR PARTNERS, OUR MEMBERS, OUR ADVOCATES.
NOW IS THE TIME TO ACT

“Never let a good crisis go to waste.” -Winston Churchill
UNIPER’S MISSION

Make it possible for every person in the world to age and live in the place they call home.

Happy. Healthy. Social.

JOIN US.

Building together, happier and healthier communities.
NJHSA – UNIPER COVID-19 RESPONSE

Bringing the community to the at risk who are at home
Bringing Community to the --- At Risk who are At Home through COVID-19

1. STARTING WITH 500 MEMBERS PER AGENCY (WEB-BASED ONLY)
2. UP TO 60 DAYS
3. WORK WITH US TO SUSTAIN THIS
TARGET POPULATION
AT-RISK YET ACTIVE, SAVVIER OLDER ADULTS

- ACTIVE OLDER ADULTS
- HAVE AN EMAIL ACCOUNT
- USE A COMPUTER OR TABLET
- HAVE INTERNET ACCESS
- LOOKING TO ENGAGE
IDENTIFYING, ENROLLING, PROMOTING, SUSTAINING

IDENTIFICATION – DO THEY HAVE AN EMAIL?

- Generate list (alone or with Uniper)
- Contact or send to Uniper

ENROLLMENT & PROMOTION

- Uniper will provide marketing collateral
- Landing page or link or text to sign in

ONGOING SUSTAINABILITY

- Community funding, AAA, health plans, private pay, foundations, philanthropy, NJHSA.
- WORK WITH US, WE CAN HELP.
**NEXT STEPS AND TIMELINE**

1) **ENGAGE** - Agency to appoint Point of contact (POC) and inform Uniper or NJHSA of the POC contact information
   - Uniper Point of contact for: Andy Yaffe - Andy@unper-care.com
   - Timeline: 05/04/20

2) **CONNECT** – Agency POC to connect with Uniper and send initial list / Uniper to start onboarding clients
   - Uniper point of contact: Andy Yaffe - Andy@unper-care.com
   - Timeline: 05/11/20

3) **PROMOTE** – Agency to work with Uniper to promote within the communities / Uniper to send marketing collateral
   - Uniper point of contact for promotions and marketing: Irna Hutabarat - Irna@uniper-care.com
   - Timeline: 05/04/20 and ongoing

4) **SUSTAIN** - Agency to work with Uniper and NJHSA to sustain the service post the COVID19 immediate response.
   - Uniper point of contact funding: Irna Hutabarat - Irna@uniper-care.com
   - Timeline: 05/04/20 and ongoing
Thank you!

UNIPER

BE ACTIVE, BE ENGAGED, BE TOGETHER

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