




RECONNECTING COMMUNITIES  
DURING COVID-19

Powered by UNIPER

# AGENDA

- Challenges
- Introduction to Uniper
- Partnership Overview
- Key Components/ Journey

A photograph of a rusty, weathered mailbox on a metal post, situated in a rural landscape with rolling green hills and sparse vegetation. The mailbox is the central focus, positioned on the left side of the frame. The background is a soft-focus view of a valley with green fields and distant hills under a hazy sky. The overall tone is somber and evocative.

**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.



**BRICK & MORTAR  
FOCUS**



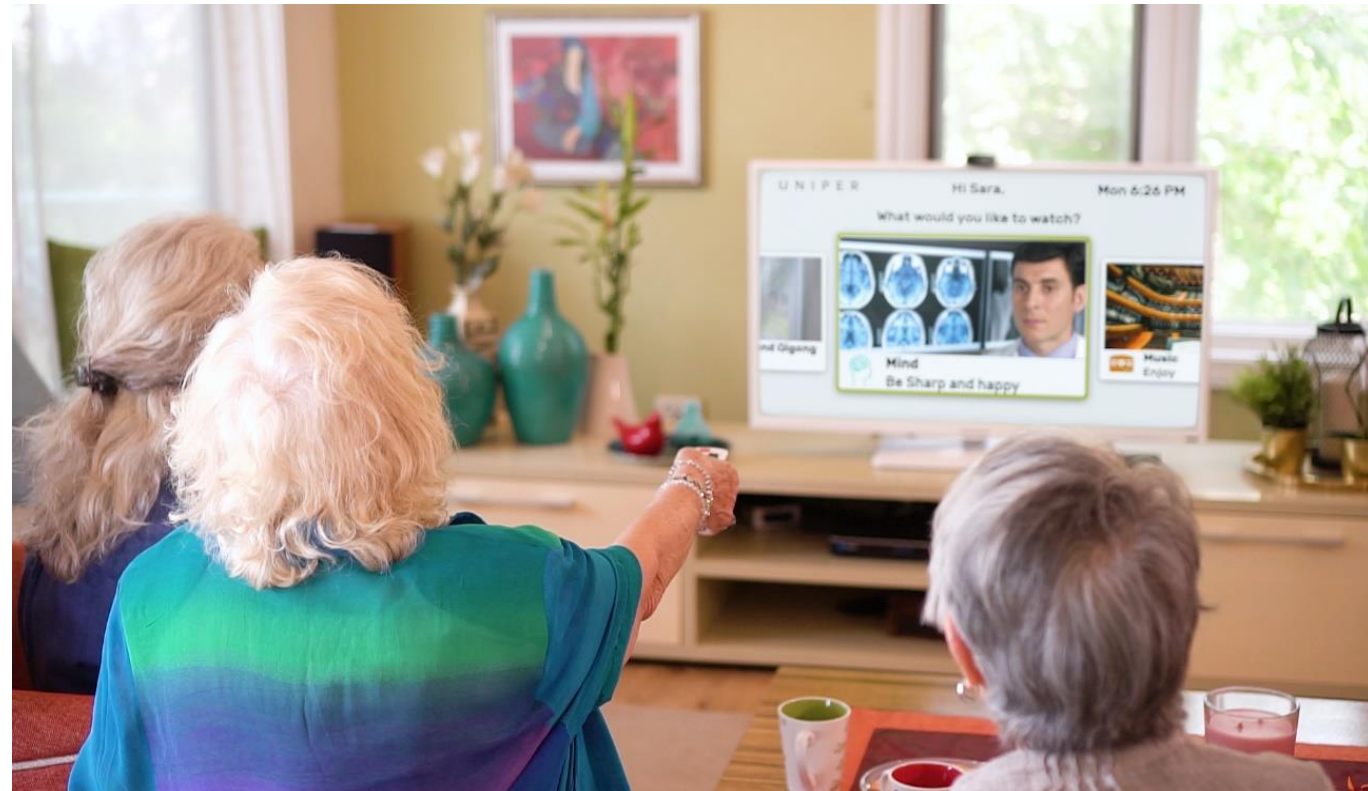
**DIGITAL HYBRID**

# UNIPER IS A TURNKEY SCALABLE AND SUSTAINABLE SDoH, TECH-BASED SERVICE.

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ACCESSIBLE SOCIAL ENGAGEMENT IS THE KEY THAT UNIPER LEVERAGES TO DRIVE THE BEHAVIORAL CHANGE NEEDED BY OLDER ADULTS TO ADOPT A HEALTHIER, HAPPIER, MORE INDEPENDENT LIFE.

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# ENGAGING, SOCIALIZING AND RECEIVING PERSONALIZED CARE. 24/7

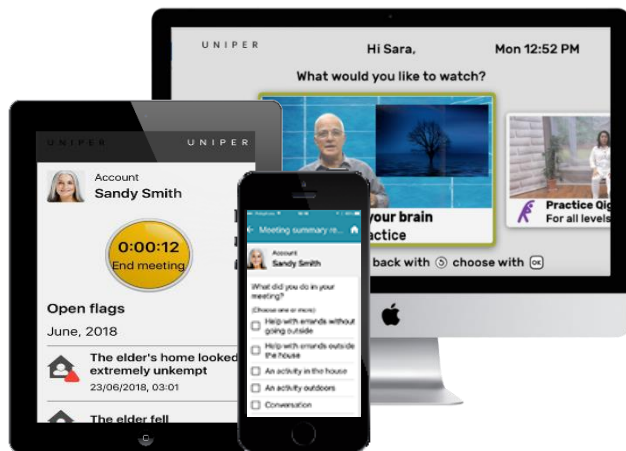
- LIVE AND INTERACTIVE SOCIAL, HEALTH AND WELLNESS ACTIVITIES AND HEALTH EDUCATION
- HIPAA COMPLIANT TELE CARE FOR REMOTE CASE MANAGEMENT, CARE AND THERAPY.
- ACCESS TO REMOTE HEALTH INTAKES AND ASSESSMENTS TO DELIVER PERSONALIZED CARE
- FAMILY CONNECTIONS AND SUPPORT



# 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

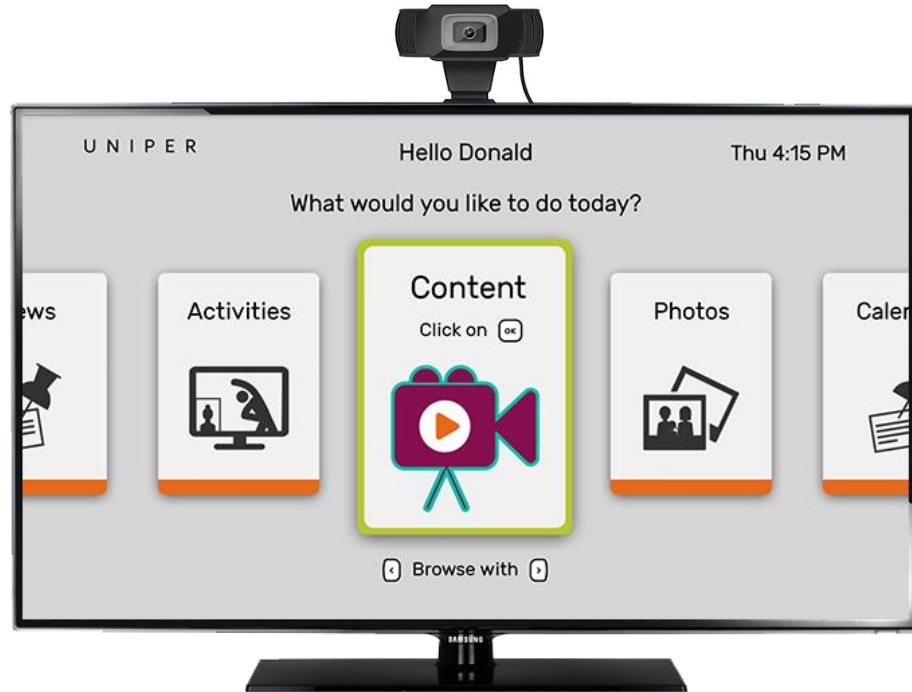
Community Management Portal





# ACCESSIBLE TECHNOLOGY

DESIGNED BY AND FOR OLDER ADULTS



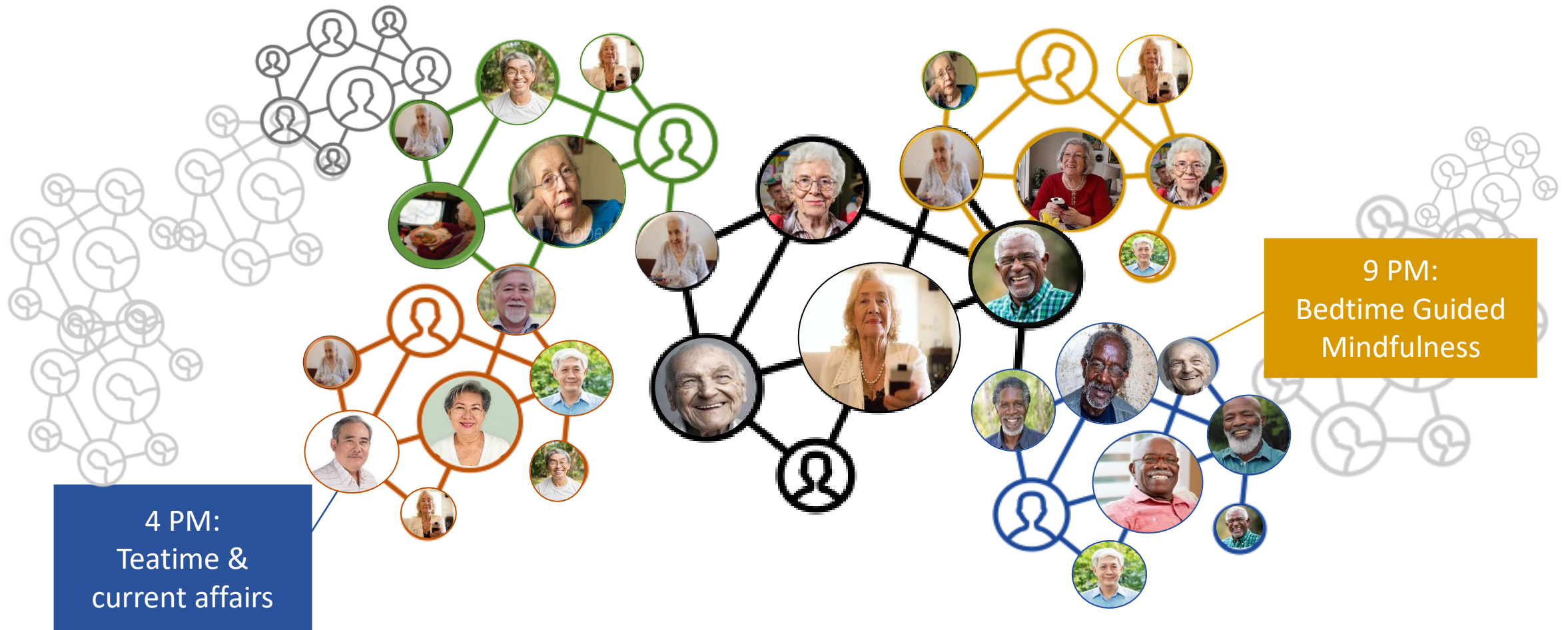
- + Works on any TV
- + Same source/input
- + Audio-video enabled
- + HIPAA compliant
- + Multi-lingual
- + Remote-control with Mic

## PRODUCT VIDEOS:

[Uniper-short-promo](#)














[Uniper full Demo](#)

# PEER-TO-PEER ENGAGEMENT, CREATING A SUSTAINABLE NETWORK EFFECT.



# EXAMPLE OF A WEEKLY ROUTINE

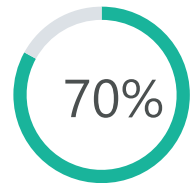
Creating daily routines, with a mix of programming and social interventions that are personalized according to group size, condition and more..

When?	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	 <p><u>Fitness:</u> Chair-Yoga</p>	 <p><u>Fitness:</u> Qi-gong</p>	 <p><u>Fitness:</u> Bone building exercise</p>	 <p><u>Fitness:</u> Gait and balance exercise</p>	 <p><u>Webinar</u> Positive thinking</p>
Afternoon	 <p><u>Webinar</u> Laughing yoga</p>	 <p><u>Group:</u> Reminiscence through sport or music</p>	 <p><u>Webinar:</u> Fall prevention, nutrition, medication intake</p>	 <p><u>Group/community :</u> Coping with age challenges - relationships, loneliness, loss, family and more</p>	 <p><u>Group/community:</u> 'Fun' activities Travel, Lifestyle, History, Trivia</p>
Evening/night		 <p><u>Webinar</u> Guided imagery</p>	 <p><u>Group</u> Mindfulness for GAD and insomnia</p>	 <p><u>Group or Webinar</u> Night owls – Intimate lecture</p>	<b>WEEKEND PROGRAMING</b>

 Depression/anxiety
  Fall Prevention
  Social isolation/loneliness
  Health Education
  Telecare (case management, therapy, PCP)

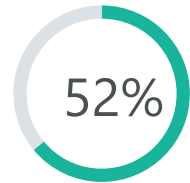
# EMPOWERMENT CREATES ENGAGEMENT, THAT LEADS TO POSITIVE HEALTH OUTCOMES.

## Engagement



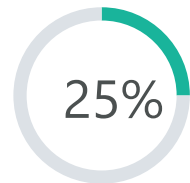
70%

MONTHLY ACTIVE



52%

WEEKLY ACTIVE



25%

> 45 MINUTES DAILY



## 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

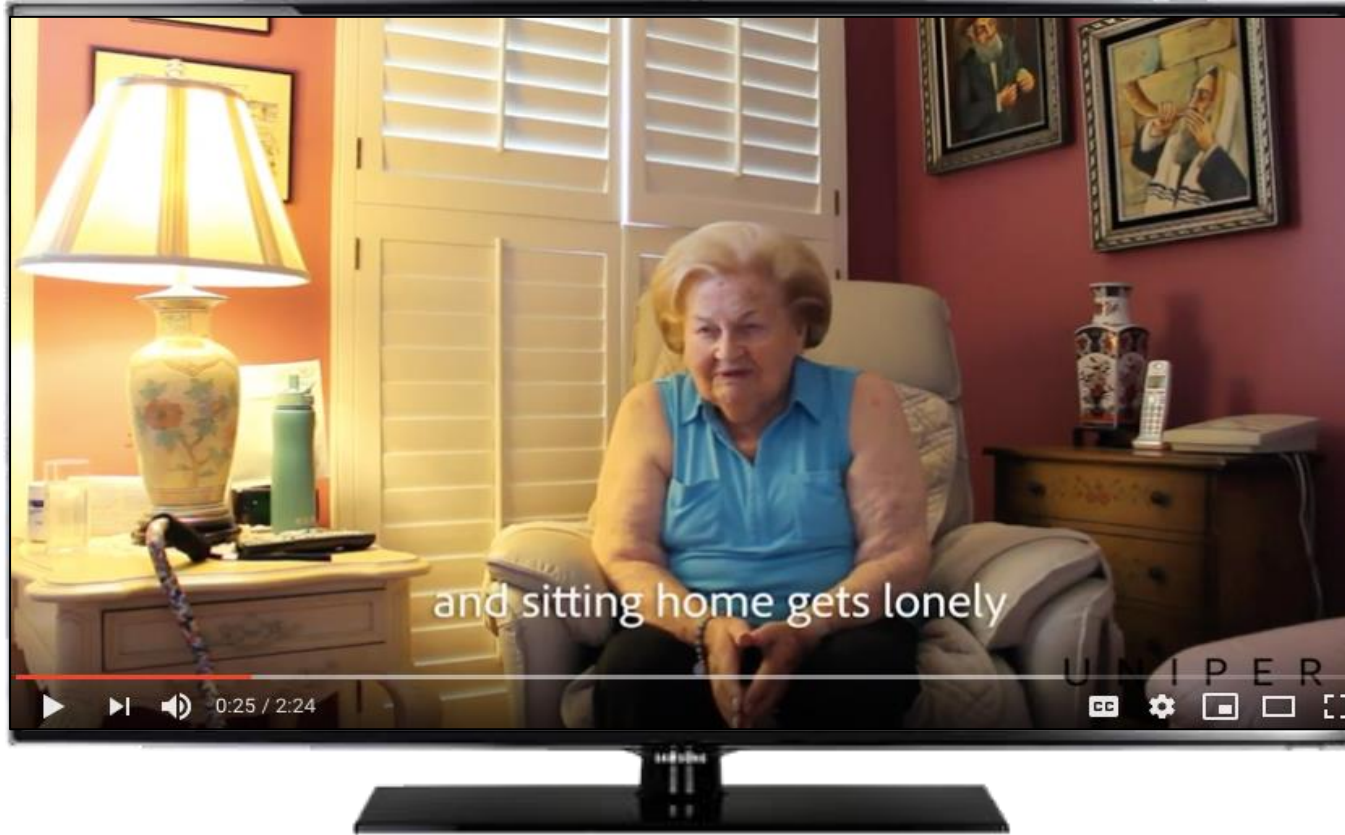
Uniper's certified instructors and community coaches deliver live & interactive evidence-based programs and activates and recorded content..

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.



[CLICK TO](#)  
[PLAY](#)

# NOW IS THE TIME TO ACT

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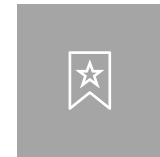
*"Never let a good crisis go to waste."* -Winston Churchill



ENGAGEMENT



CARE



COMMUNITY

# UNIPER'S MISSION

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

Happy. Healthy. Social.

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JOIN US.

Building together, happier and healthier communities.



# **NJHSA – UNIPER COVID-19 RESPONSE**

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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@uniper-care.com](mailto:Andy@uniper-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@uniper-care.com](mailto:Andy@uniper-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](mailto: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](mailto:Irna@uniper-care.com)
  - **Timeline:** 05/04/20 and ongoing

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Thank you!

U N I P E R

BE ACTIVE, BE ENGAGED, BE TOGETHER

U N I P E R



THOMSON