Discussion Panel:

The Rise of the “e-Caregiver”: How Technologies Can Support Family Caregiving

#CareAdvocate14  @NA4Caregiving
Marcus Grindstaff
Vice President, International Markets
Connect Caregiver is a FREE care planner that helps you:

- **Coordinate** appointments, & view schedules at a glance.
- **Organize** medications, set reminders, & track dosages.
- **Monitor** vital signs, set goals, & track progress.

Sign Up FREE Today!
These solutions must work together FOR caregivers.

Traditional healthcare and caregivers must collaborate tightly.
The Care Innovations™ Guide and the Care Innovations™ Connect RCM application each require an Internet connection to enable communications with the patient's care team and back-end data hosting. The Guide and Connect RCM are intended for use by patients who are able to operate the devices in accordance with the applicable instructions for use and who are under the guidance of a healthcare professional. Neither the Guide nor Connect RCM are intended for emergency medical communications or real-time patient monitoring. Videoconferencing capability requires a broadband connection for best performance. Available for over the counter use.

The Care Innovations™ Connect Caregiver application is not intended for clinical use, life-saving or life-sustaining interventions. Connect Caregiver users are solely responsible for the information that they choose to share within Connect Caregiver and for determining the access provided to authorized users they invite into the application.

The Guide–Data Bridge Module does not provide real time information to the health-care provider. Data in the reports generated from the Guide–Data Bridge Module is currently intended for administrative purposes only.

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The Rise of the eCaregiver

Andy Cohen, Founder and CEO, Caring.com
March 12, 2014
Caring.com is the #1 Site for Family Caregivers

- **Leadership Position:**
  - 2 million unique visitors per month
  - Free traffic from repeat, SEO and content partnerships with Yahoo!, MSN, US News and others (i.e. Vitals)

- **Award Winning Content:** 500,000 pieces of content across all caregiving and eldercare topics

- **Subscribers:** 250,000 subscribers to free weekly email newsletters

- **Community:** Largest, most active Alzheimer’s forums in US

- **Directory:** Ratings and Reviews of 100,000 local senior care resources
Who Are the Family Caregivers?

Family caregivers are the decision makers for senior care

- 43 million Americans care for an elderly loved one
- 50% find professional care for their parents
- 48% report household income >$100k per year
- 60% have smart phones (Android and iPhone)
- 50% Age 50+
- 67% Female
- 72% attend doctor visits with their loved one
- 64% manage their loved one’s finances

Internet is the #1 information source for Boomers

Facebook:
42.2M Boomers
13.2M Seniors

64% of caregivers on Caring.com use Facebook

Sources: comScore Nov. 2013; Caring.com, May 2013; Flowtown, Nov. 2011
How to Support e-Caregivers?

• Website
• Facebook Page
• Mobile
• Link Lift and Leverage!!
The Rise of the “eCaregiver”: How Technologies Can Support Family Caregiving

David Besst
Caregiver Support Specialist
Arizona Division of Aging and Adult Services
Lifespan Respite Program

- State passed law in 2007
- Arizona Caregiver Coalition
- Original LRP grant from 2009 - 2012
  - “Give Caregivers a Hand!” awareness campaign
  - Caregiver Resource Line (CRL)
  - Caregiver Assessment Tool (CAT)
Volunteer based Hotline
Answered live during business hours
After hours calls recorded and returned in 1-2 days (3 referrals)
Staff trained and coordinated by grant funded worker (will be ACC staff)
Caregiver Resource Line

- Currently averages 10 -15 calls a day
- Serves as the “caregiver specific” component of AZ Links, Arizona’s ADRC
- Total of 12 volunteers currently trained as “Caregiver Advocates”
Aging Network Software

- Development of new statewide Aging Network data system with coordinated I&R module
- Allows CRL workers to serve caregivers on behalf of AAAs and other AZ Links partners
- Web-based system encourages collaboration through sharing of resources and data
- Tracks follow-up of I&R contacts and referrals made through the system
New Resource Database

- Taxonomy-based online resource database
  - Linked to I&R tool for AAAs integrated with client data tool
  - Accessible to public via www.azlinks.gov
  - Allows CRL workers to serve caregivers
  - Tool for DDD support coordinators
  - Potential use by other programs, including Vocational Rehabilitation, State Talking Books Library, Community Action Programs
Major deliverables include:

- Develop and implement Respite Voucher Program
  - Addresses need for participant-directed services
  - Helps overcome cultural barriers and provider issues in rural areas
  - Streamlines access to respite services
- Respite Registry with Rewarding Work
  - Online resource to help families connect with respite providers
  - Promotes workforce development in support of family caregivers
  - [www.arizonarespiteregistry.org](http://www.arizonarespiteregistry.org)
Online Respite Registry

- Registry with Rewarding Work
  - Primarily for respite services (voucher and other)
  - DCW workforce development
  - DDD independent providers
  - VD-HCBS

- Each caregiver receiving a respite voucher gets a code to use the Arizona Respite Registry
Thank You!

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Arizona Division of Aging and Adult Services

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Using Technology to Support Family Caregivers
Veterans Health Administration, US Department of Veterans Affairs

Thomas Edes, MD
Executive Director, Office of Geriatrics & Extended Care Operations

8th Annual National Conference of Caregiving Coalitions

March 2014
Agenda – Technology and Family Caregivers

1. Active Website for Caregivers
2. Classroom Based Learning on Technology
3. iPads for Caregivers
4. VA Mobile Applications
5. Questions & Contact Information
Active VA Website for Direct Outreach

Many Services & Supports for Caregivers:

• Caregiver Toolbox
• Local Resources “Help Near Home”
• Caregiver Connections
• Caregiver Chronicles
• Caregiver Support Line

http://www.caregiver.va.gov
Using Technology to Expand Caregiver Outreach and Promote Caregiver Wellness

- VA to release class-based course for Veteran Caregivers - Utilizing Technology
- One in a Four Part Series of educational offerings for Caregivers of Veterans
- Some topics to be covered:
  - Types of Technological Tools
  - Finding the Right Technology for your Situation
    - Including computers, tablets, mobile devices
  - Healthy vs. Unhealthy Internet Use
  - Identifying Technologies and Tools by Task
  - Glossary of Terms and Resources
Using Technology to Enhance Caregiver Access to Services
Long Term Services and Supports Website

- VA Office of Geriatrics and Extended Care supports site to facilitate understanding of services and promote access
- Program descriptions
- Benefits and eligibility
- Connections for local services
- Shared decision making

- Paying for Long Term Care
- For Caregivers
- Locate Caregiver Services
- Locate Veteran Services
Using iPads with Veteran Caregivers & VA’s Mobile Applications

• VA has distributed 879 iPads to Caregivers in the VA’s Family Caregiver Program
• Average age of both Caregiver and the Veteran recipient is 40 years old
• Majority of Caregivers in this program are female (95%) and the spouse of the Veteran (90%).
Examples of VA Mobile Applications

Stay Quit Coach (iOS, Android available soon) - is designed to help Veterans with Post-Traumatic Stress Disorder (PTSD) quit smoking.

PTSD Coach (Android and iOS) – helps the Veteran assess and monitor symptoms of PTSD and provides some coping strategies.
VA Caregiver Support Contacts

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Questions
&
Comments

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