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Revolutionizing Caregiving: “The right caregiver is like family”



# CARELINX STORY

Why CareLinx was Founded



CareLinx is on a mission to empower every individual to age gracefully in place.



I developed CareLinx to solve many of the problems my family struggled with when trying to find care for my sister with Multiple Sclerosis and my uncle who had ALS.



Sherwin Sheik  
Founder

15+ Years of Health Care Experience

# RELEVANCE FOR FAMILY CAREGIVERS

Caregiving Impact on Employees: Expensive and Overwhelming.

Six in 10 family caregivers are employed. (1)

73% of family caregivers who care for someone over the age of 18 either work or have worked while providing care (2)

66% have had to make some adjustments to their work life, from reporting late to work to giving up work entirely. (2)

1 in 5 family caregivers have had to take a leave of absence. (2)

(1) *MetLife Study of Working Caregivers and Employer Health Costs;*

*National Alliance for Caregiving and MetLife Mature Market Institute. February 2010*

(2) *Caregiving in the United States; National Alliance for Caregiving in collaboration with AARP. November 2009*

# ECONOMICS: CAREGIVING IS TAXING

Caregiving Dramatically Impacts Peoples Jobs and Financial Stability

**American businesses can lose as much as \$34 billion** each year due to employees' need to care for loved ones 50 years of age and older. (3)

Caregivers caring for elderly loved ones cost employers 8% more in health care costs estimated to be worth **\$13.4 billion per year**. (4)

By 2020, 117 million American's are expected to need assistance of some kind. Total cost of caregiving is estimated to be **\$279 billion**, 2016-2020. (5)

(3) *MetLife Caregiving Cost Study: Productivity Losses to U.S., MetLife Mature Market Institute and National Alliance for Caregiving Business. July 2006*

(4) *MetLife Study of Working Caregivers and Employer Health Costs; National Alliance for Caregiving and MetLife Mature Market Institute. February 2010*

5) *AARP Caregiving Innovation Frontiers Research Report. Jan 2016*

# PROBLEM: MASSIVE AGING POPULATION

90% of Seniors Prefer to Age at Home

## CHALLENGES OF IN-HOME CARE:



### Expensive Care

- Individuals spend \$100,000 on home care
- Agencies charge 75%-150% markup



### Overwhelmed Families

- Unequipped to handle aging needs
- Families often live long distance and work full-time



### Specific Needs

- Clients have specific preferences and needs
- Agencies match by availability, not by compatibility

# CARELINX VALUE PROPOSITION

Improving the accessibility of quality in-home care



- CareLinx has built the **largest nationwide caregiving marketplace**, eliminating the need for agencies
- **Caregivers are vetted, insured & bonded with \$4M in coverage**



Affordable  
Options



Easy Interface



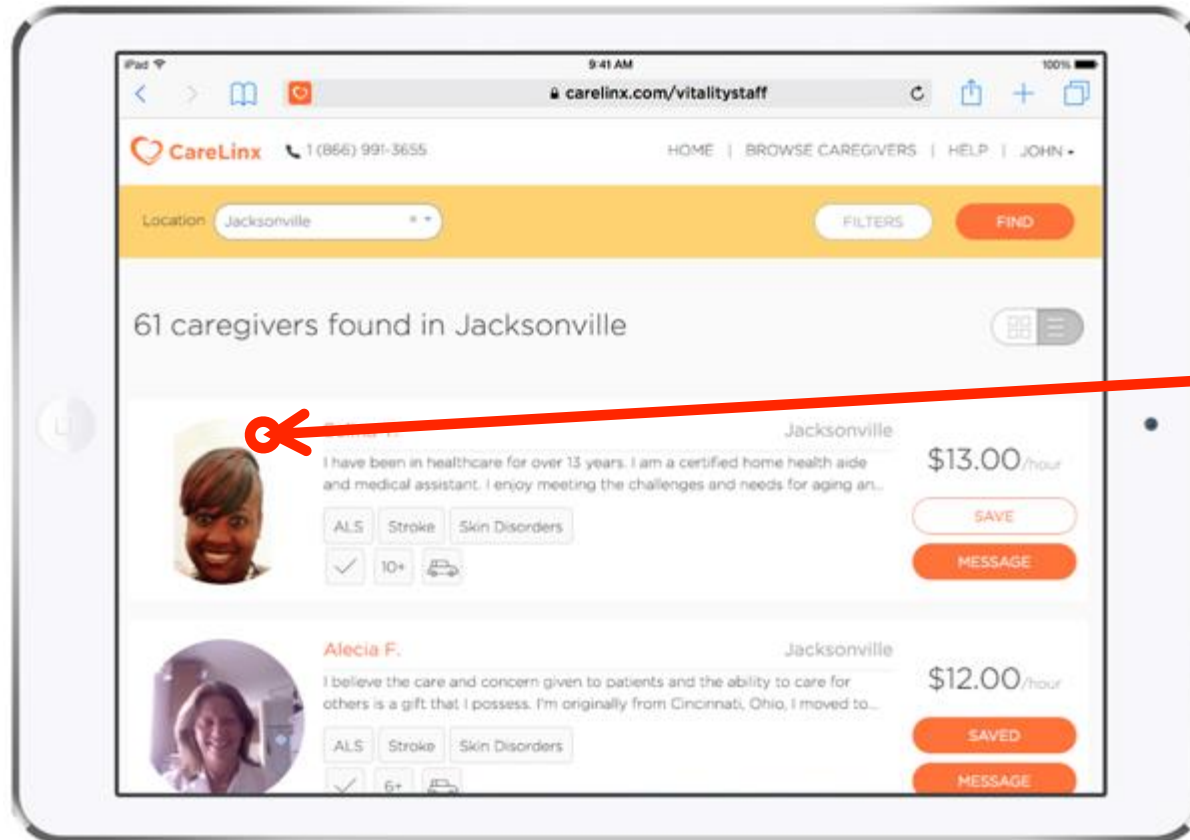
Trusted



Shared Data

# Propriety Algorithm & Dedicated Advisors Find Match's

Saved profiles also power matching algorithms



Search for more caregivers

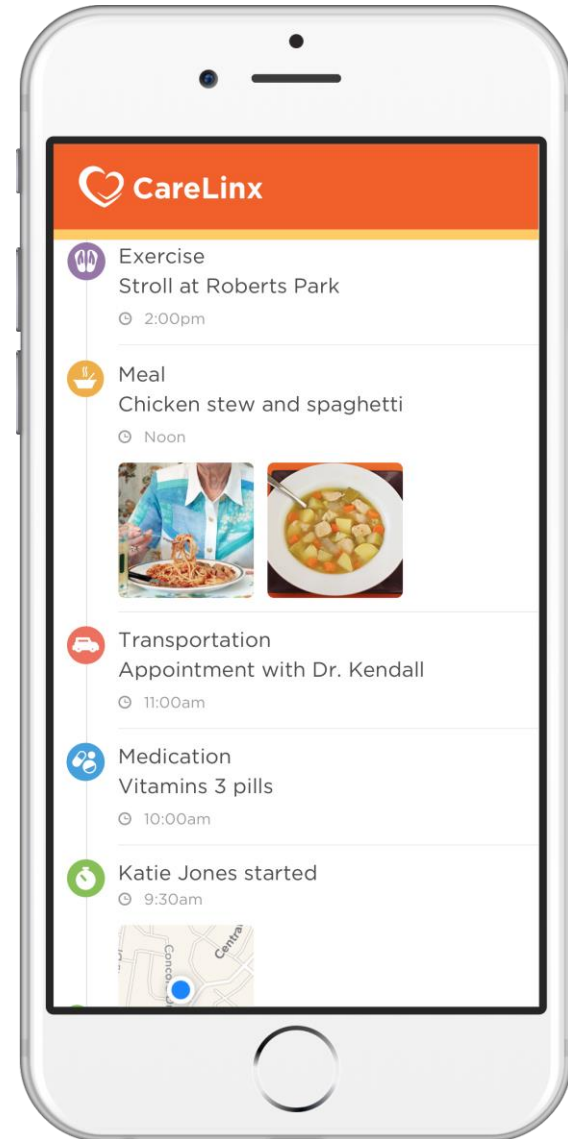
- The Browse Caregiver area allows you to go through caregiver profiles and save/message them.

To view the detailed profile, tap on the caregiver photo

# MOBILE ADDS VISIBILITY AND ENGAGEMENT

Monitor discharged patients to trigger intervention

- Peace of Mind: Clients can view daily activities and communicate instantly with caregivers.





# Administration Taken Care Via Mobile Technology

Weekly summary, time sheets, payroll all handled

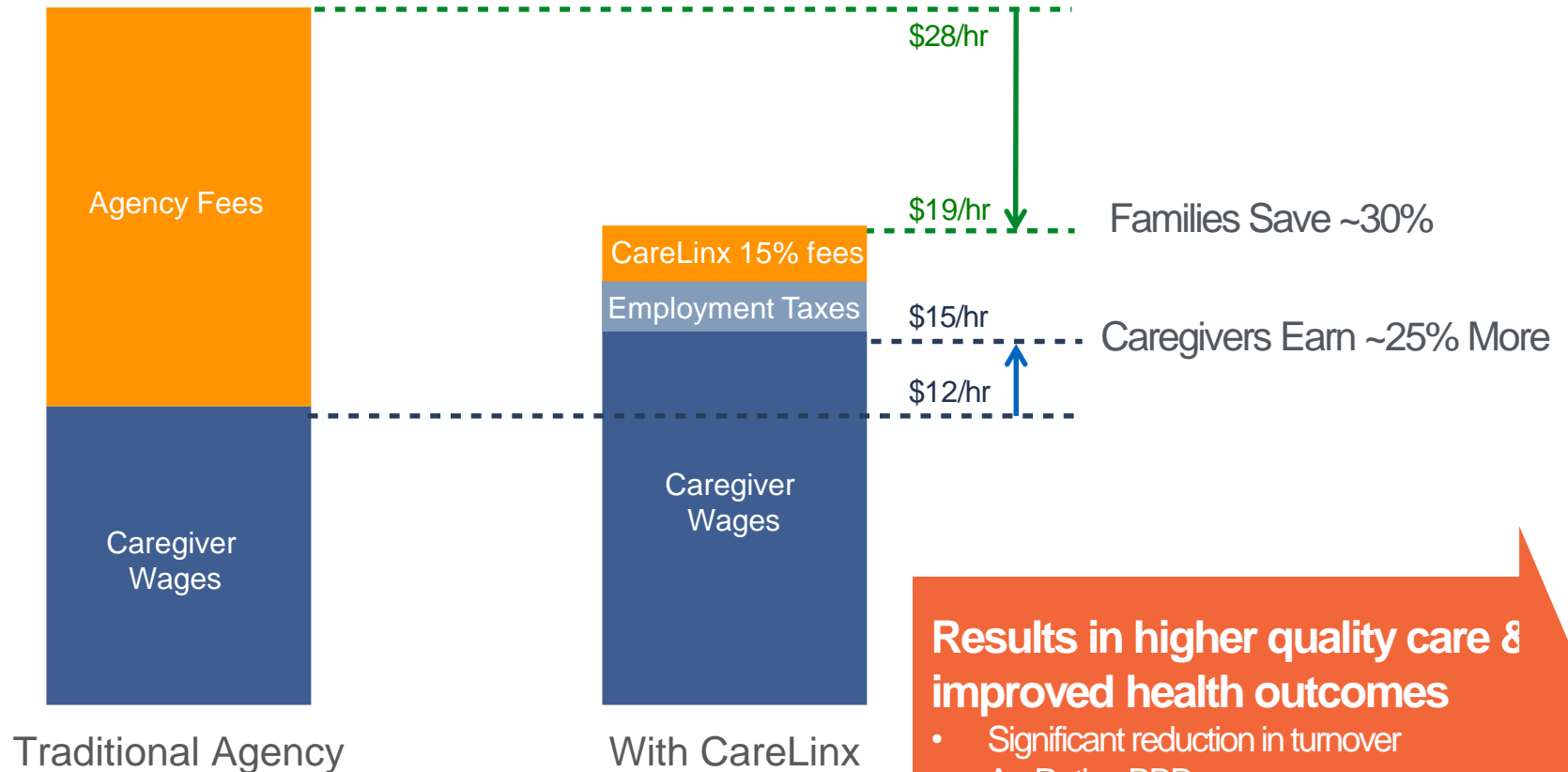
- Seamless: Weekly summary, time-sheets, payments and employment tax management. All caregivers receive W-2's



# HOW WE CREATE VALUE AND WIN

All stakeholders win

## TYPICAL HOME CARE SCENARIO

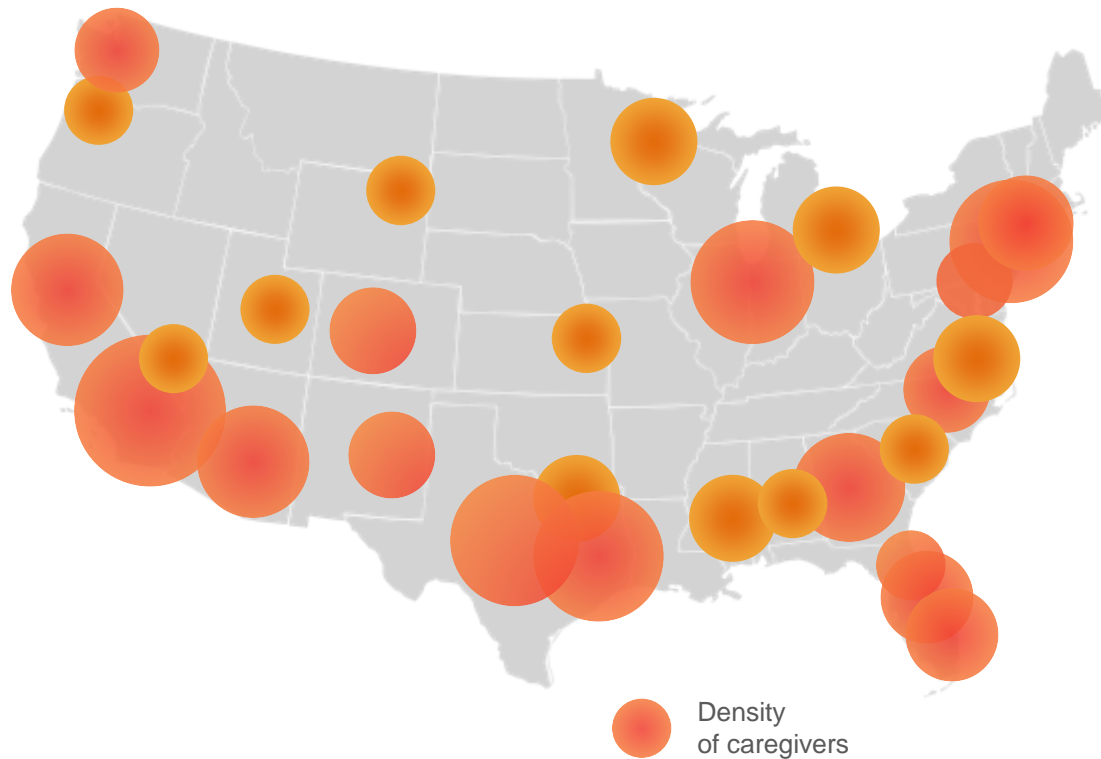


**Results in higher quality care & improved health outcomes**

- Significant reduction in turnover
- A+ Rating BBB
- High satisfaction ratings

# NATIONAL NETWORK OF PROFESSIONAL CAREGIVERS

We built the largest national network of professional caregivers



140,000+  
caregivers

~25 hrs/wk  
booked per job

# EXCEPTIONAL TEAM

Deep Industry and Technology Experience

## SENIOR MANAGEMENT



**Sherwin Sheik**  
Founder, CEO



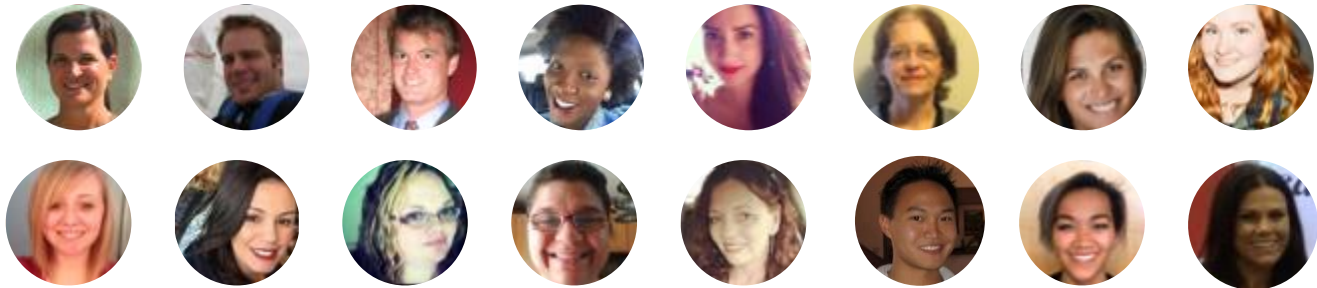
**Yeong-Ping Koh**  
Head of Product



**Melissa Miao**  
Head of Commercial



## ENGINEERING TEAM AND CLIENT SERVICES



# CareLin

Connecting Families with the Care They Need

X

