Discussion Panel:

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

National Alliance for Caregiving

#CareAdvocate14 @NA4Caregiving

Marcus Grindstaff

Vice President, International Markets

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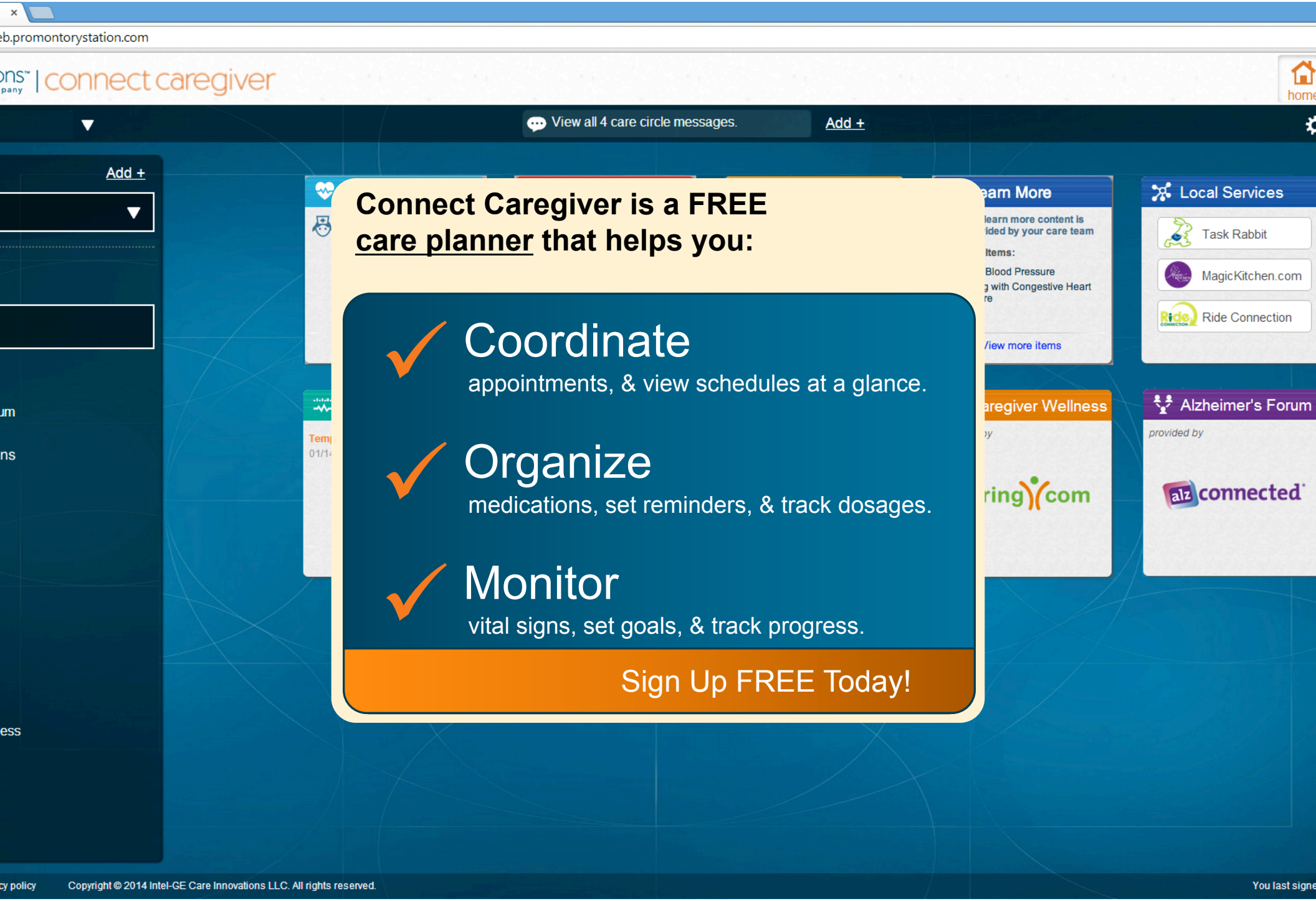
Reimagine Healthcare

AARP: Valuing the Invaluable: 2011 Update The Growing Contributions and Costs of Family Caregiving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These solutions must work together FOR caregivers.

Traditional healthcare and caregivers must collaborate tightly.

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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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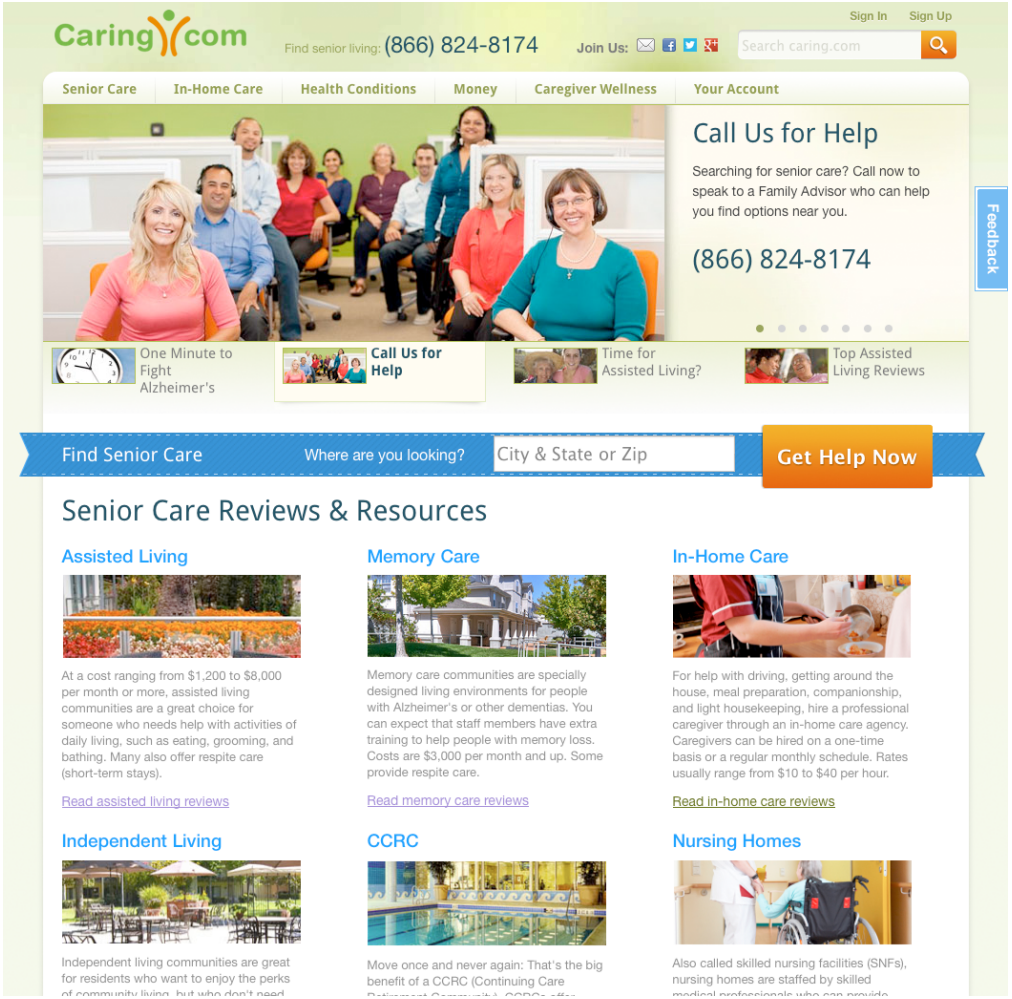
The Rise of the eCaregiver

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

50% find professional care for their parents

48% report household income >$100k per year

67% Female

72% attend doctor visits with their loved one

50% Age 50+

64% manage their loved one's finances

60% have smart phones (Android and iPhone)

Internet is the #1 information source for Boomers

Sources: NAC/AARP/MetLife-Study (2009), AARP-Study (2004) & Caring.com-User survey (2009), Ipsos / Google (2013)

Caring.com

YouTube
34M Boomers
9.5M Seniors

LinkedIn
18.1M Boomers
6M Seniors

748K Boomers
476K Seniors

Facebook:
42.2M Boomers
13.2M Seniors

64% of caregivers on Caring.com use Facebook

Twitter
10.1M Boomers
2.5M Seniors

Pinterest
7.8M Boomers
2M Seniors

900K Boomers
150K Seniors

Sources: comScore Nov. 2013; Caring.com, May 2013; Flowtown, Nov. 2011

How to Support e-Caregivers?

- Website
- Facebook Page
- Mobile
- Link Lift and Leverage!!

Caring.com

The Rise of the "eCaregiver": How Technologies Can Support Family Caregiving

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

DEPARTMENT OF ECONOMIC SECURITY
Your Partner For A Stronger Arizona

AZ Caregiver.org

Lifespan Respite Program

AZ Caregiver.org

DEPARTMENT OF ECONOMIC SECURITY
Your Partner For A Stronger Arizona

- 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)

Caregiver Resource Line

AZ Caregiver.org

Caregiver Resource Line

GIVE CAREGIVERS A HAND

Caregivers - many faces... ...one voice!

Caregiver Advocate Volunteers

- 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

AZ Caregiver.org

- 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

2012 Lifespan Respite Grant - Integration and Sustainability

- 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

Online Respite Registry

AZ Caregiver.org

Rewarding Work

- 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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DEPARTMENT OF ECONOMIC SECURITY

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AZ Caregiver.org

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

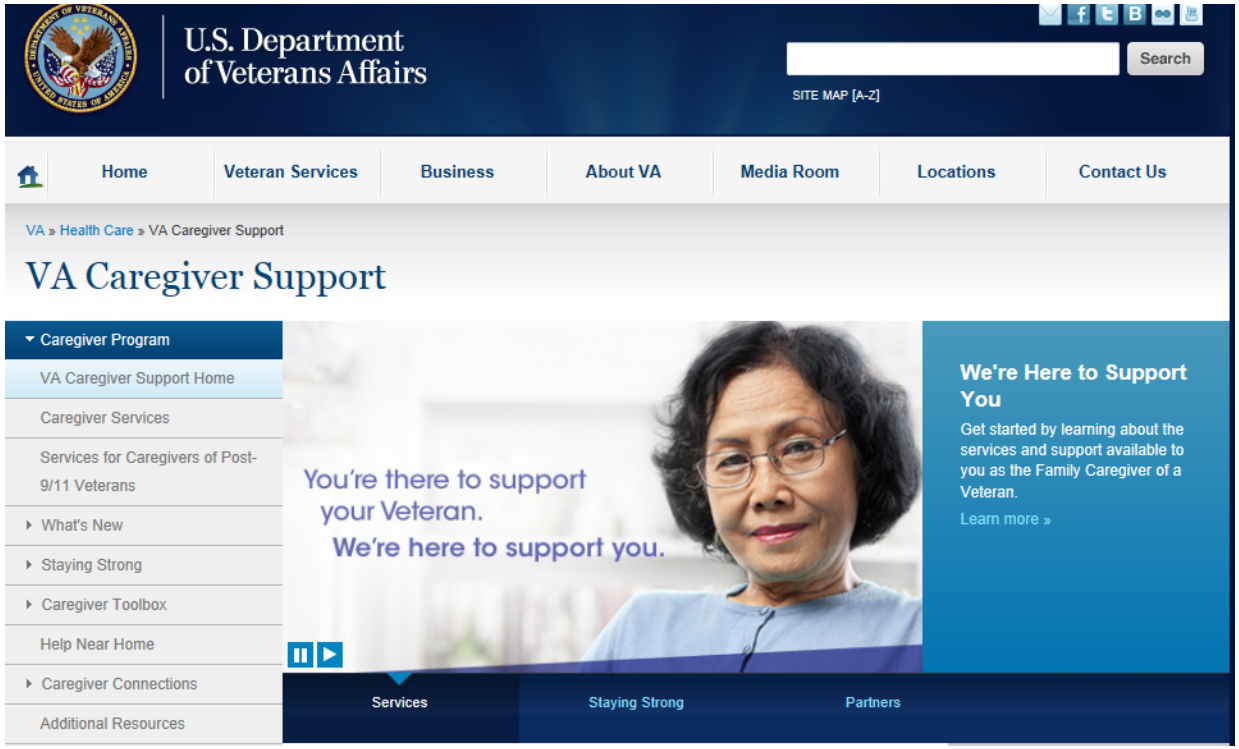
March 2014

VA HEALTH CARE | Defining EXCELLENCE in the 21st Century

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
- http://www.va.gov/GERIATRICS/Guide/LongTermCare/index.asp
- 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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