

There's an App for That!

Connecting Caregivers with Resources and Support
via a Public/Private Partnership

Introductions



Beth Kallmyer
Vice President, Care and Support

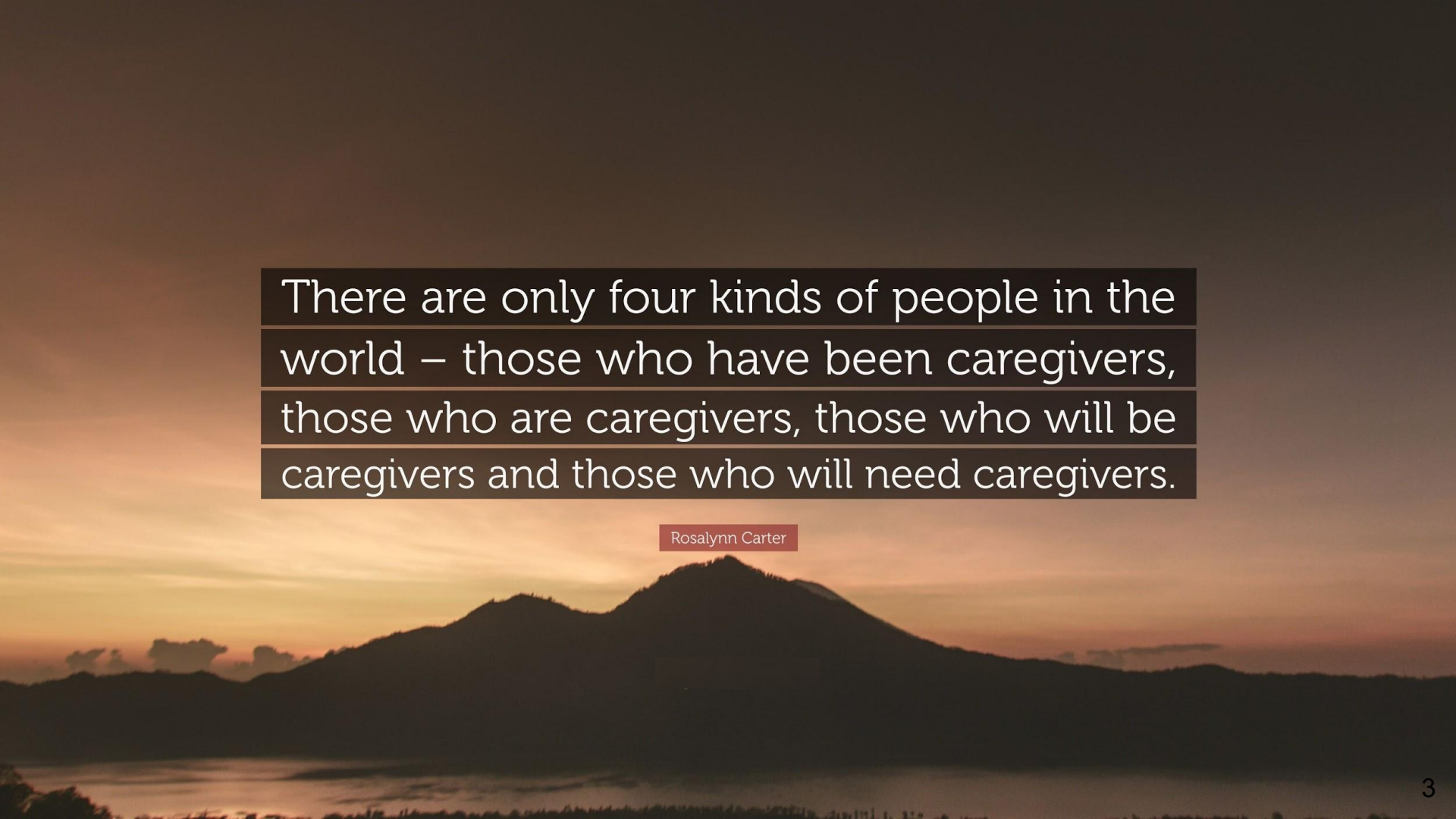


David Spitzler
Head of Partnerships



Sarah Steenhausen
Senior Policy Advisor

Eric Thai
Director of Finance



There are only four kinds of people in the world – those who have been caregivers, those who are caregivers, those who will be caregivers and those who will need caregivers.

Rosalynn Carter

Agenda

1. The Ubiquitous Caregiving Challenge
2. The Public-Private Partnership
3. App Demo: CareZone, with Alzheimer's Resources
4. Reaching a Hard-to-Reach Audience
5. Results of the Partnership, to Date
6. Q&A

Who We Designed For

“When my mother was diagnosed, I went online and Googled ‘Alzheimer’s’ and found a firehose of information.”

- Unpaid, “accidental” family caregiver
- Sandwiched between caring for mom and daughters
- Balancing work, caregiving, and personal wellness
- Had little information on available resources
- Digitally literate and hungry for information



Three Key Caregiver Insights



"I never sought any information about how to care for my uncle."

Shanice

Caregivers don't know what they don't know.



"I got thrown into this role and feel like part of my life was taken away."

Helen

Caregivers experience a vortex of isolation.



"I'm in his emotional world, and it affects me. There's no turning it off."

Rebecca

Caregiving is all-consuming; it becomes a part of daily life.

The Alzheimer's Dementia Epidemic Continues to Grow

5.5

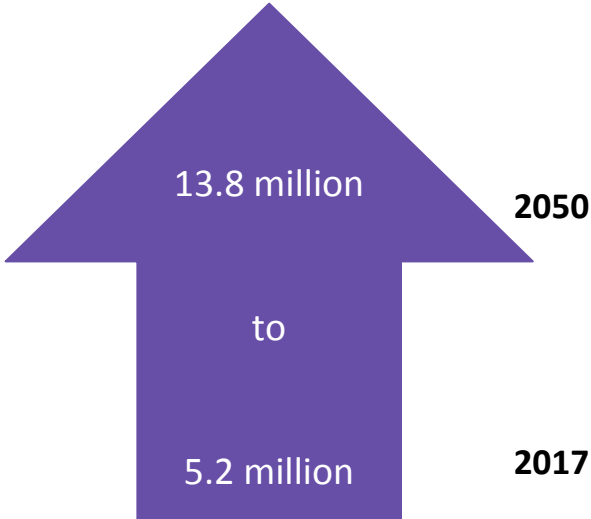
million Americans of **ALL** Ages
will have Alzheimer's dementia in 2017

The Numbers Continue to Rise

By 2050, the number of people age 65 and older with Alzheimer's disease may nearly triple — to 13.8 million (up from 5.4 million).



74.1 million
(2016)

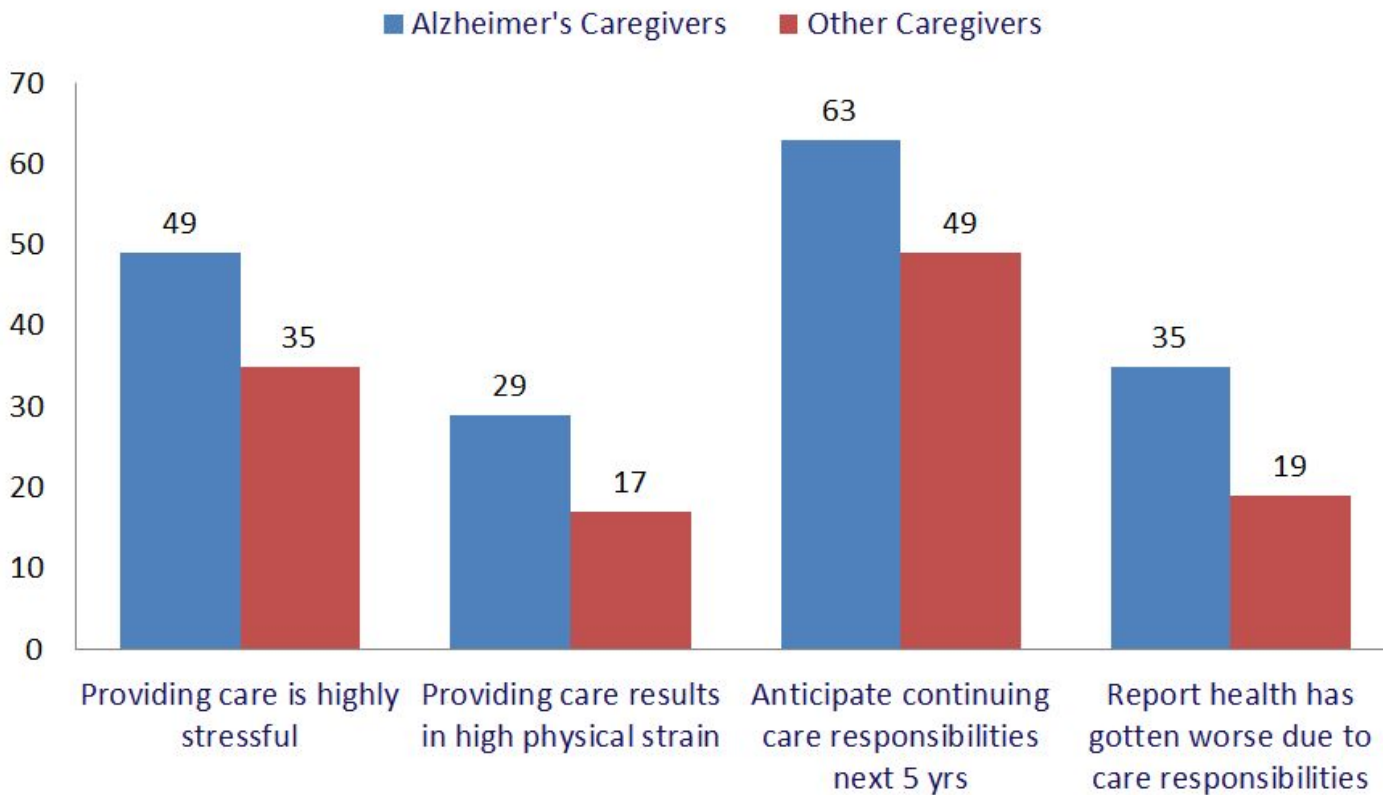


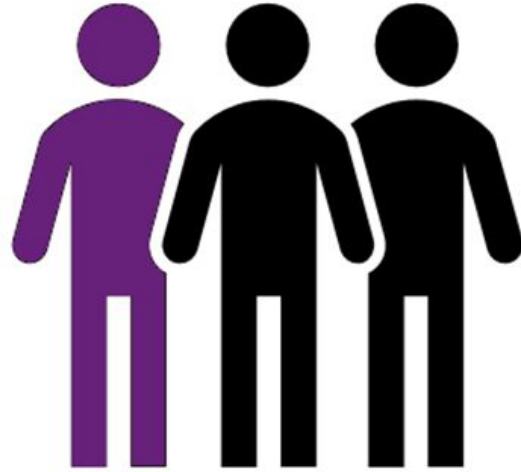
Caregivers

In the U.S., there are approximately 16 million caregivers for individuals living with Alzheimer's.



Burden on Alzheimer's Caregivers





One-third of caregivers for people with Alzheimer's or another dementia report that their health has gotten worse due to care responsibilities compared to 19 percent of caregivers without dementia

The Needs of People Living with Dementia...

...and their Caregivers

- Disease education
- Support
- Caregiving strategies
- Access to community resources
 - Assisted living programs
 - Skilled nursing homes
 - Day centers
 - Home health programs
 - Elder law attorneys

Example Resources from the Alzheimer's Association



alzheimer's association®
24/7 Hour Helpline

alzheimer's association®

KNOW the
10 SIGNS

EARLY DETECTION MATTERS

Trusted resource for public education



Resources and support for caregivers



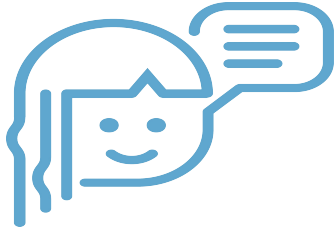
Award-Winning website: alz.org



Community Resource Finder

Find local resources

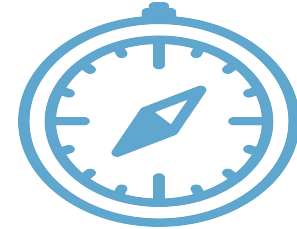
The Concept



Connect with a
personal guide



Check-in and
receive curated
tips




Know where to
look next

The Public-Private Partnership

 Vision and Concept

 / 



 Live Help and Curated Resources





THE BRAINS BEHIND SAVING YOURS.™



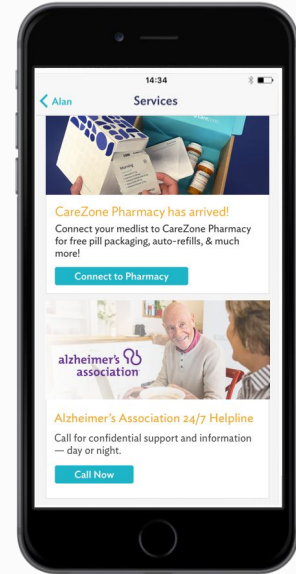
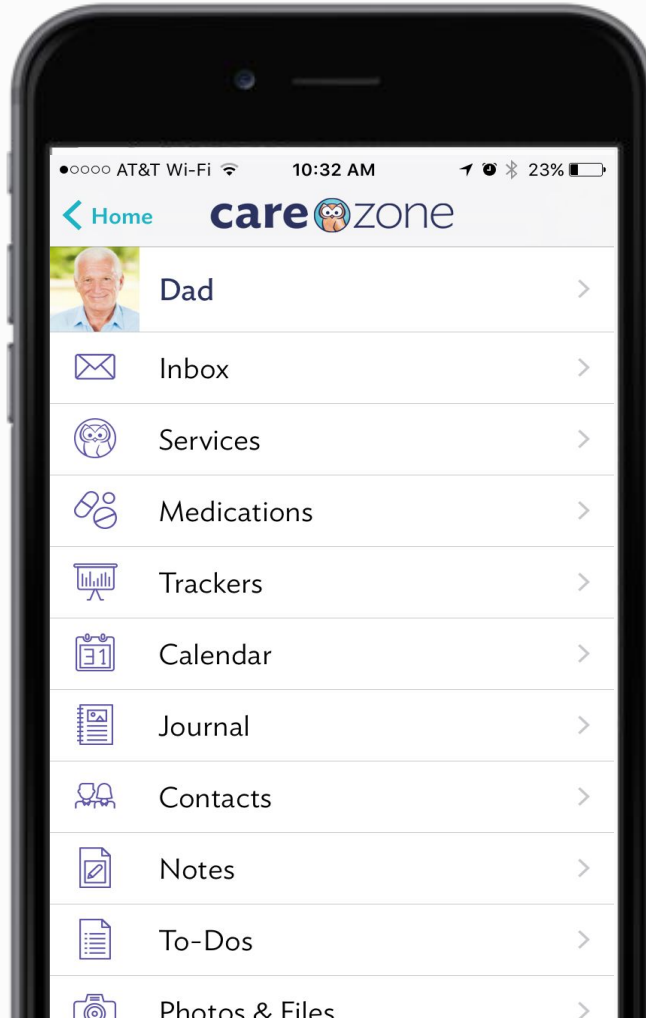
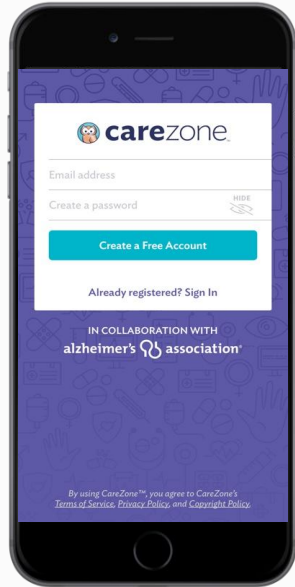
 Leading Mobile App for Caregiving

 carezone™

Overlapping Missions

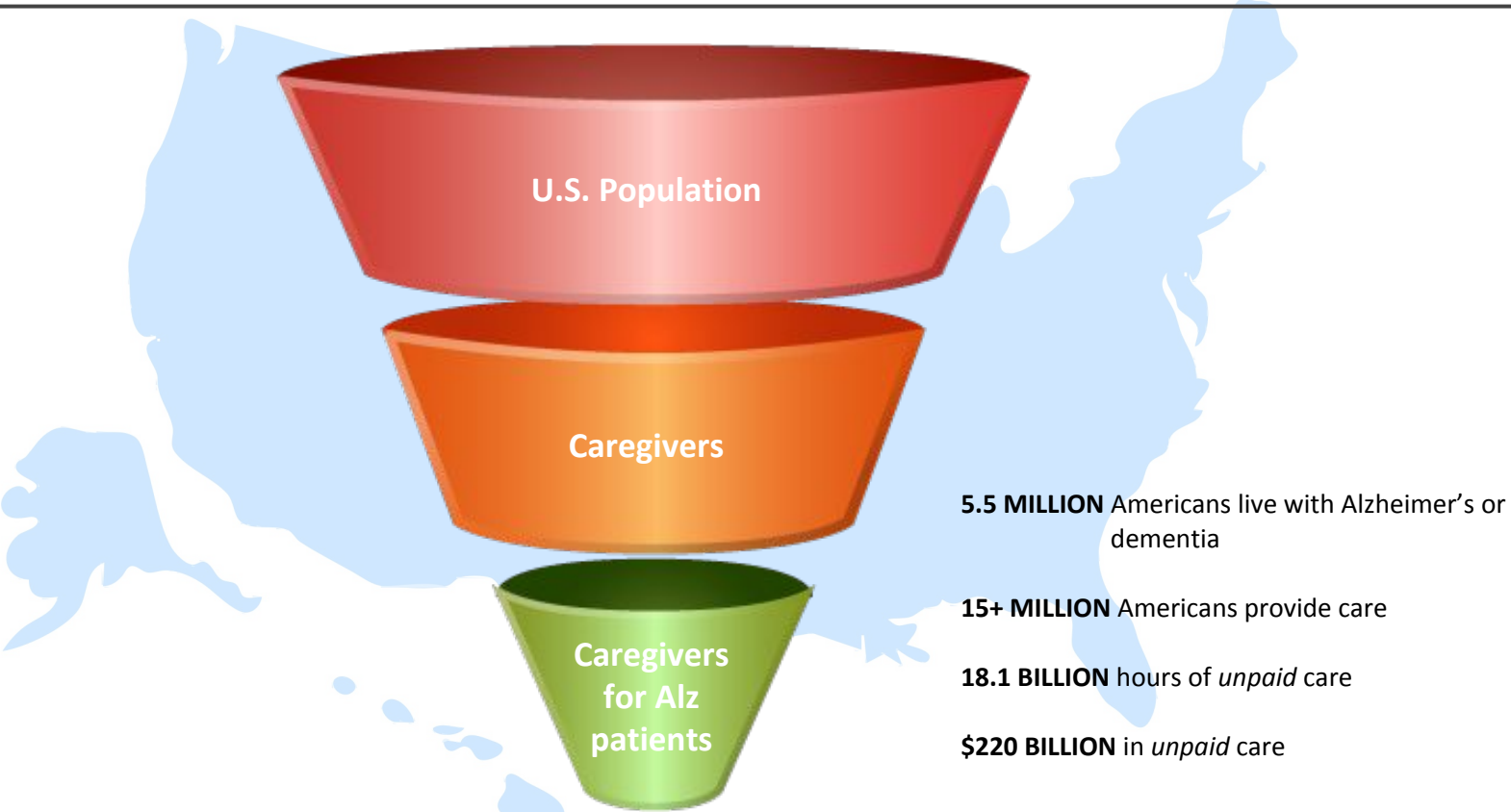
	<p>To simplify the lives of those caring for themselves or loved ones—parents, spouses, grandparents, children.</p>
	<p>To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.</p>
	<p>To advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence.</p>

APP DEMO



REACHING A HARD-TO-REACH AUDIENCE

An Audience That's Hard-To-Reach



How We Find Our Audiences

40% Organic/Partner Adoption



4.4



21,581 total



Average Rating:



60% Paid Marketing

Suggested App

 **CareZone | Health Info Organizer** ▼
Sponsored · 

Does mom have Alzheimer's? Always have a current list of mom's meds in an emergency.



A Med List in Your Pocket Install Now

   22K 1.7K Comments 6.1K Shares

 Like  Comment  Share



How Do Organic/Partner Channels Work?


Take control with online tools

- ALZConnected@
- Alzheimer's Navigator®
- Community Resource Finder
- Caregiver Stress Check
- Care Training
- CareZone_Caregiving App**
- Care Team Calendar


Alzheimer's Caregiving App — CareZone

CareZone is a free Alzheimer's and dementia caregiving mobile app. The app helps you coordinate care, manage important health info, track meds, and access helpful Alzheimer's Association resources — all from your phone.

[Learn More](#)



Alzheimer's Association
web site



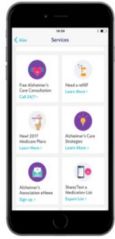

alzheimer's association | Northern California and Northern Nevada Chapter Blog | Helpline: 800.272.3800

ALZHEIMER'S AND DEMENTIA CAREGIVER TIPS / CAREGIVING

Free Caregiving App Helps Mobilize Dementia Resources

BY ALZHEIMER'S ASSOCIATION · FEBRUARY 28, 2017

Print This Post



Free caregiving app, CareZone, aims to help mobilize dementia care. The app was developed to make it easier for caregivers to:

Coordinate Care

From arranging medical appointments, to keeping care partners informed, care coordination can be stressful and chaotic. This app provides a shared calendar that can be used to keep track of appointments, assign tasks to people in the care circle, and ask for helpers. A journal is also available to help caregivers stay up-to-date on appointments, test results,

Alzheimer's Association
blog post



Available Alzheimer's channels:

- Website
- Blog
- Email
- Newsletter
- Call center
- Social media posts
- Events
- Local chapters
- Webinars
- Forums

Paid Channels ... Not What You Think

A screenshot of a Facebook advertisement. At the top is the profile picture of CareZone (a blue bird) and the name 'CareZone | Health Info Organizer' with a dropdown arrow. Below that, it says 'Sponsored · 🌐'. The main text reads: 'Does mom have Alzheimer's? Always have a current list of mom's meds in an emergency.' Below the text is a photograph of a hand holding a smartphone displaying a medication list app, with several pill bottles in the background. At the bottom of the ad, there is a white box containing the text 'A Med List in Your Pocket' and a button labeled 'Install Now'.

CareZone | Health Info Organizer
Sponsored · 🌐

Does mom have Alzheimer's? Always have a current list of mom's meds in an emergency.

A Med List in Your Pocket [Install Now](#)

Describe/illustrate situation

Highlight value to the audience

RESULTS OF THE PARTNERSHIP

“Engagement” is a Lasting, Trusting Relationship

High-engagement apps build deeper relationships with audiences — over time.

- ✓ People use the app ongoing.
- ✓ They use the app multiple times a month, week, and even day.
- ✓ They spend more time with the app.

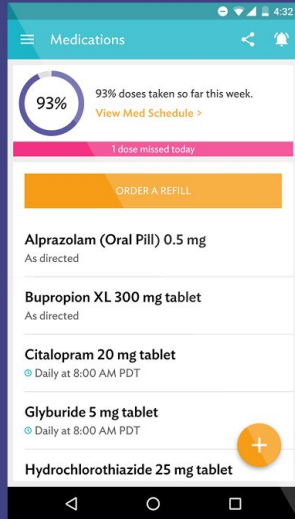
When engagement/retention is higher, the cost of communicating with the audience is lower.



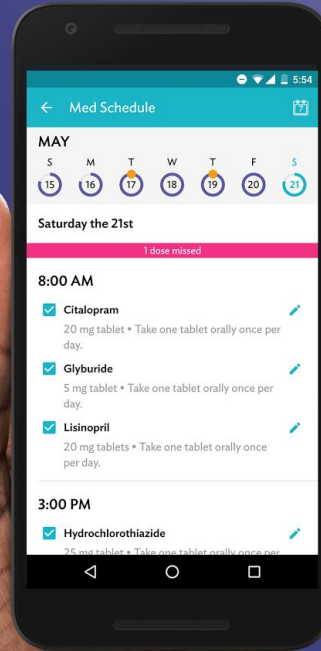
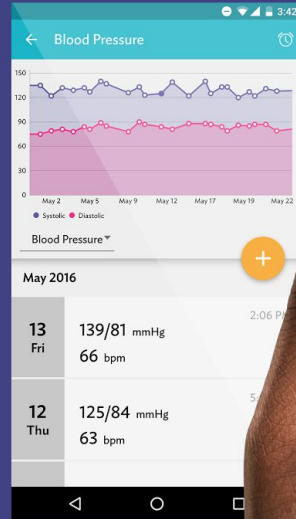
Scanned Information Drives Ongoing Engagement

7 Sessions per Week

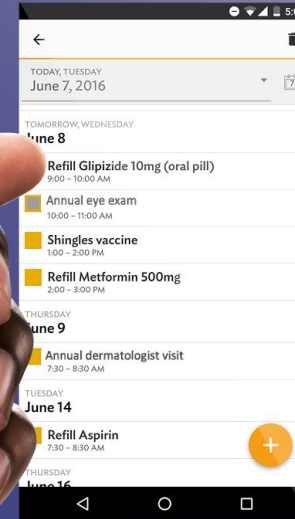
Drives Medication Adherence



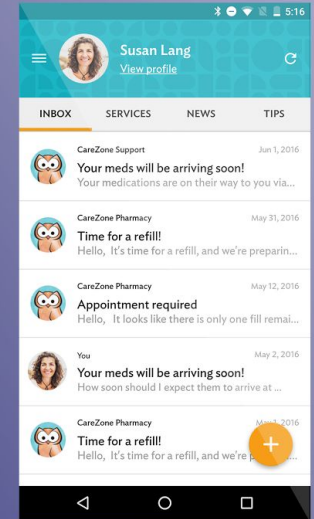
Tracks Biometrics



Prompts for Services



Personal Contact



Who Are the Users and What Do They Do?



~15,000

Individuals and Families

60/40

Gender (F/M)

50+

Average Age of Caregiver

2-3/wk

of resources accessed by user

35-40/wk

of Calls to 24/7 Helpline

15/mo

of Items Added

5+/wk

of Sessions

7

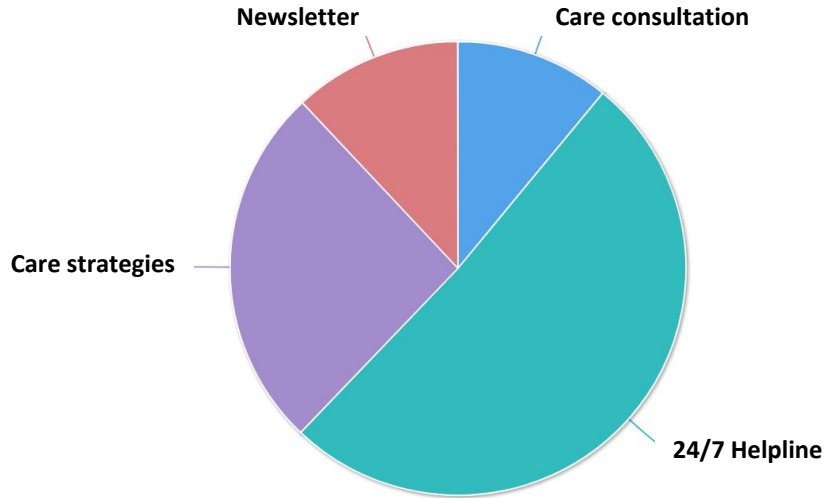
of Medications

24%

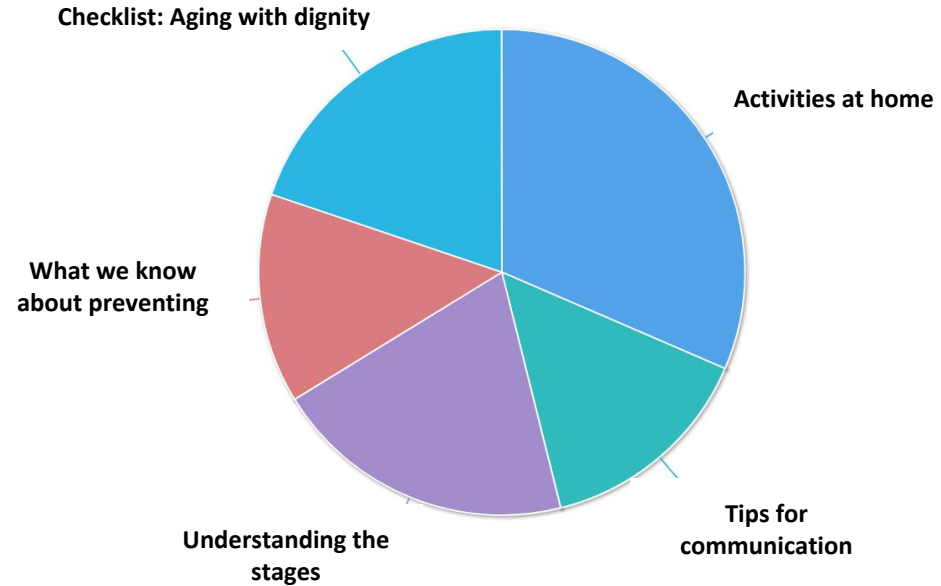
Phone is Only Internet Device

What Content is Important to Users?

Alzheimer's Assoc. services clicked



Educational materials clicked



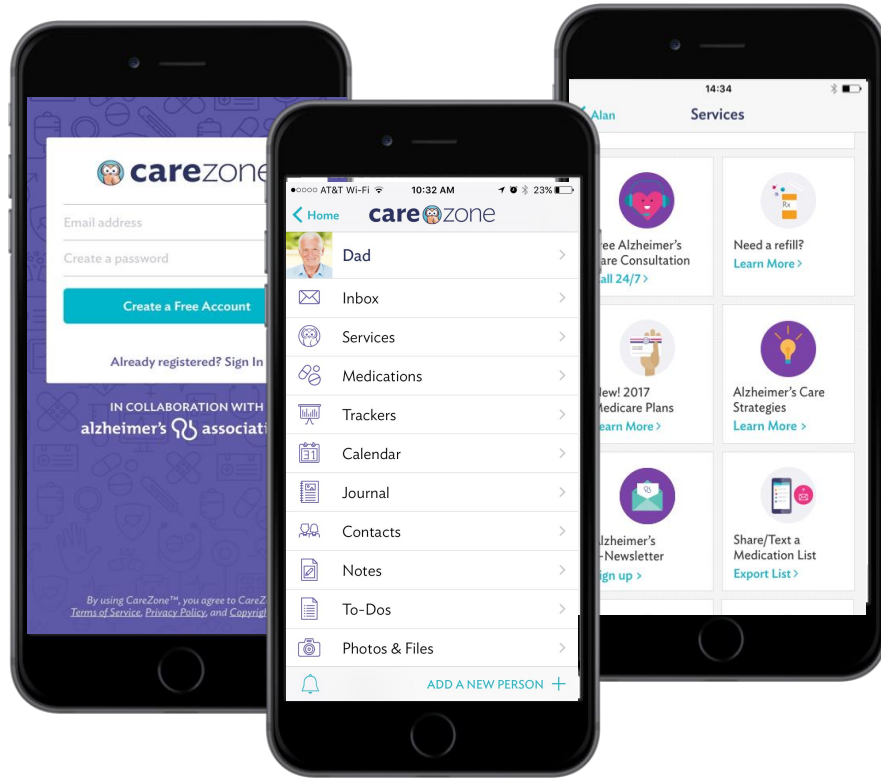
And Most Importantly...



“CareZone has been a lifesaver and has saved me a great deal of time.”

— Patrice, a caregiver for a loved one with Alzheimer’s disease.

Get the CareZone Alzheimer's Experience



Text **“ALZ”** to **301-900-5050**
to get the free CareZone app.

NEXT STEPS

Q&A

THANK YOU!