There’s an App for That!

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

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Medical Director of Clinical Programs, UCSF Office of Population Health

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Head of Partnerships
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

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

“I’m in his emotional world, and it affects me. There’s no turning it off.”
Rebecca

Caregivers don’t know what they don’t know.

Caregivers experience a vortex of isolation.

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

In the U.S., there are approximately 16 million caregivers for individuals living with Alzheimer’s.
# Burden on Alzheimer’s Caregivers

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Alzheimer’s Caregivers</th>
<th>Other Caregivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing care is highly stressful</td>
<td>49</td>
<td>35</td>
</tr>
<tr>
<td>Providing care results in high physical strain</td>
<td>29</td>
<td>17</td>
</tr>
<tr>
<td>Anticipate continuing care responsibilities next 5 yrs</td>
<td>63</td>
<td>49</td>
</tr>
<tr>
<td>Report health has gotten worse due to care responsibilities</td>
<td>35</td>
<td>19</td>
</tr>
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</table>
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
Resources from the Alzheimer’s Association

- **24/7 Helpline**
  - Information & Referrals
  - Care consultations

- [www.alz.org](http://www.alz.org)
  - Disease info
  - Caregiver resources
  - Research and treatment
  - Community resources
  - Online community

- Educational classes
- Support groups
- Safety services
The Concept

Connect with a personal guide

Check-in and receive curated tips

Know where to look next
<table>
<thead>
<tr>
<th>carezone.</th>
<th>To simplify the lives of those caring for themselves or loved ones—parents, spouses, grandparents, children.</th>
</tr>
</thead>
<tbody>
<tr>
<td>alzheimer’s association</td>
<td>To eliminate Alzheimer’s disease through the advancement of research; <strong>to provide and enhance care and support for all affected</strong>; and to reduce the risk of dementia through the promotion of brain health.</td>
</tr>
<tr>
<td>THE SCAN FOUNDATION</td>
<td>To advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence.</td>
</tr>
</tbody>
</table>
The Public-Private Partnership

Vision and Concept

Live Help and Curated Resources

Leading Mobile App for Caregiving
APP DEMO
An Alzheimer’s Family (example)

John ("Dad") is a 74-year-old widower who was recently diagnosed with Alzheimer’s disease. He has two adult children — Owen and Dani. With his Dad’s diagnosis, Owen has decided to move to Chicago to help take care of his dad. Dani lives in New York.

Prior to Dad’s diagnosis, the local fire department had been to his house twice for small kitchen fires after he left something on the stove. Other incidents have included when Dad got lost while running errands.

Owen is hiring a caregiver to help Dad during the day while Owen is at work. Marc, the caregiver, will help Dad take his medications, attend appointments, and stay safe.

Owen is feeling overwhelmed. It’s difficult to keep Dani and Marc up-to-date on information about Dad, make sure Dad is taking his 6 daily medications, and remind Marc about doctor’s appointments and other important events.
Owen and His Family Need Help With....

1. **Coordinating care**
   Medical appointments, with family and caregivers — even when family is remote.

1. **Managing Dad’s important information**
   Med list, health contacts, personal documents (e.g. advance directive, insurance cards).

1. **Tracking Dad’s vitals**
   Med doses, responses to meds, certain biometers (e.g. sleep and mood.)

1. **Sharing notes from Dad’s doctor and therapy visits**
   A durable record for everyone involved in Dad’s care.
REACHING A HARD-TO-REACH AUDIENCE
An Audience That’s Hard-To-Reach

U.S. Population

Caregivers

Caregivers for Alz patients

5.5 MILLION Americans live with Alzheimer’s or dementia

15+ MILLION Americans provide care

18.1 BILLION hours of unpaid care

$220 BILLION in unpaid care
How We Find Our Audiences

40% Organic/Partner Adoption

- Facebook
- Twitter
- Instagram
- Pinterest
- Google+

CR Consumer Reports
- Dignity Health
- AARP
- Kaiser Permanente
- Alzheimer's Association
- Everyday Health

4.4 Average Rating: 21,091 total

60% Paid Marketing

Suggested App
CareZone Health Info Organizer
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

Like
Comment
Share

22K 1.7K Comments 6.1K Shares

Facebook
Twitter
Instagram
Pinterest
Google+
How Do Organic/Partner Channels Work?

Available Alzheimer’s channels:

- Website
- Blog
- Email
- Newsletter
- Call center
- Social media posts
- Events
- Local chapters
- Webinars
- Forums
Paid Channels ... Not What You Might Think

Highlight value to the audience

Describe/illustrate situation
RESULTS OF THE PARTNERSHIP
“Engagement” is a Trusting, Lasting 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 Lasting Engagement

- Drives Medication Adherence
- Tracks Biometrics
- Prompts for Services
- Personal Contact

7 Sessions per Week
### Who Are the Users, and What Do They Do?

<table>
<thead>
<tr>
<th># of Items Added</th>
<th>15/mo</th>
</tr>
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<tbody>
<tr>
<td># of Resources accessed by user</td>
<td>2-3/wk</td>
</tr>
<tr>
<td># of Calls to 24/7 Helpline</td>
<td>40/wk</td>
</tr>
<tr>
<td># of Medications</td>
<td>7</td>
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What Content is Important to Users?

Alzheimer’s Assoc. services clicked

- Newsletter
- Care consultation
- Care strategies
- 24/7 Helpline

Educational materials clicked

- Checklist: Aging with dignity
- Activities at home
- What we know about preventing
- Understanding the stages
- Tips for communication
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
Back-Up Slides
Which App Features Are Most Engaging?

Breakdown of Items Added

- Medication
- Calendar event
- Medication reminder
- Adherence Event
- Tracking
- Profile
- Insurance card
- Track...minder
- Track...minder
- Journal entry
- Message

Breakdown of Trackers Added

- bloodPressure
- moodOneToTen
- bloodGlucose
- pain
- sleepDuration
- headache
- oxygen...ration
- bodyT...ature
- nauseaOneToTen
- bodyMass
- height