

THE REMOTE CARE REVOLUTION

WHY INNOVATION IS THE ONLY WAY
FORWARD IN ELDER CARE



TABLE OF CONTENTS

03 INTRODUCTION

04 CHANGING
POPULATION

06 CARE PROVIDERS'
SITUATION

08 TECHNOLOGY &
REMOTE CARE

10 WEARABLES

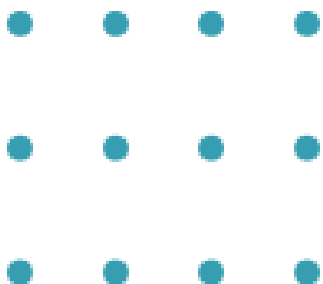
12 SENSORS &
CAMERAS

13 SCHEDULING
SOFTWARE

14 MAKE IT WORK
TOGETHER

16 CASE STUDY

18 CONCLUSION



INTRODUCTION

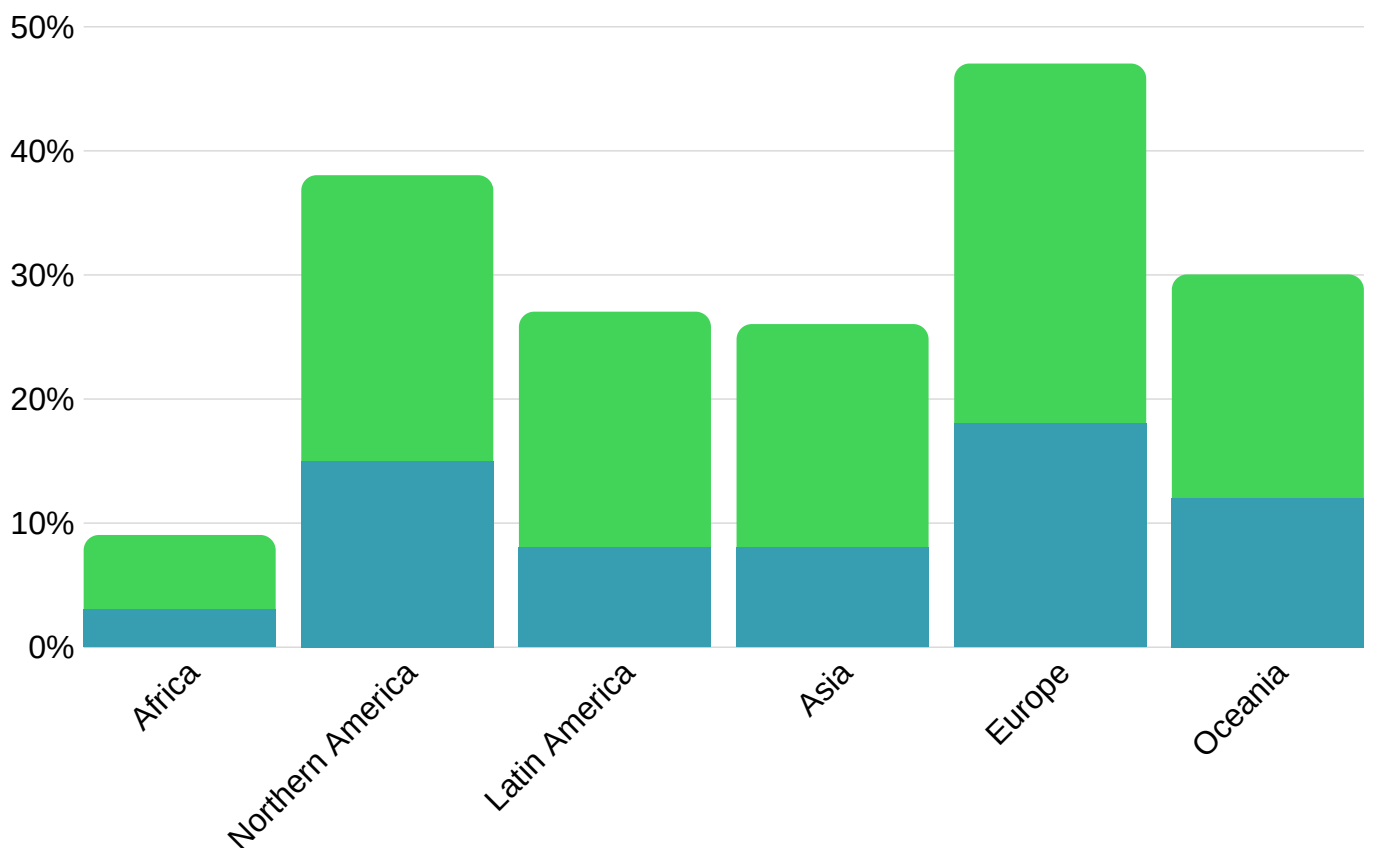
The well-being of your senior clients depends on several factors. One of these is the attention and personalized help they need. However, with shrinking budgets, less caregivers, and rising number of seniors who need assistance, it's become more challenging for care providers to meet everyone's needs via physical visits to the place of residence. This whitepaper will guide you through the current trends in the care industry and suggest ways to satisfy rising demands.





THE AGING POPULATION IS CHALLENGING CARE PROVIDERS ALL OVER THE WORLD

The world population is expected to reach 8.6 billion in 2030 and 9.8 billion in 2050. This itself wouldn't be a problem for care providers but with decreasing fertility and higher life expectancy, the fact is that the population is aging. 25% of the European population is already aged 60 years and up, with this number expected to rise to 35% in 2050. This is a global problem. The number of persons aged 80 or over is expected to triple by 2050. Based on these data there will be only 2.4 economically productive persons to 1 senior (aged 65+) in 2060.

The chart below shows the forecasted increase in the percentage of population aged 65+ between 2018 (shown in dark green) and 2050. Source: World Population Prospects – The 2017 Revision.





In the past, it was common for family members to take care of aging parents or grandparents. Nowadays there are less multi-generational households. Younger generations are more likely to move away from home for studies and work. Generally families are also less stable due to a declining marriage rate and a higher divorce rate. Potential family caregivers that are part of the sandwich generation have their own problems to figure out.

What this all means is that there won't be enough family caregivers to cover the needs of an aging generation of baby boomers. Also, more families will rely on the services of home care agencies and senior care facilities. It is apparent that the demand for senior care has grown so fast, we're already running out of resources to provide the necessary care for each senior.

What is...?

THE SANDWICH GENERATION

The sandwich generation is made up of people from both Generation X and baby boomers. They are people of reproductive age, sandwiched between caring for their children as well as their elderly parents.

CARE PROVIDERS ARE RUNNING OUT OF RESOURCES

Care providers are struggling to provide needful care to all senior clients. Research shows that caregivers actually spend 20% of their time travelling while about 19% of the visits last up to 15 minutes. *(Overview of the domiciliary care market in the UK, UKHCA 2015)*

We can see that care providers lose valuable time when traveling or on unnecessary visits due to issues that could be handled from a remote location via video call.



Very often seniors just want to talk with somebody. However, caregivers have limited time to provide social care due to the time-consuming nature of travelling. Caregivers also perform many tasks that could be outsourced like food shopping or running errands. These tasks take valuable time from the job caregivers are trained for and what seniors truly need.



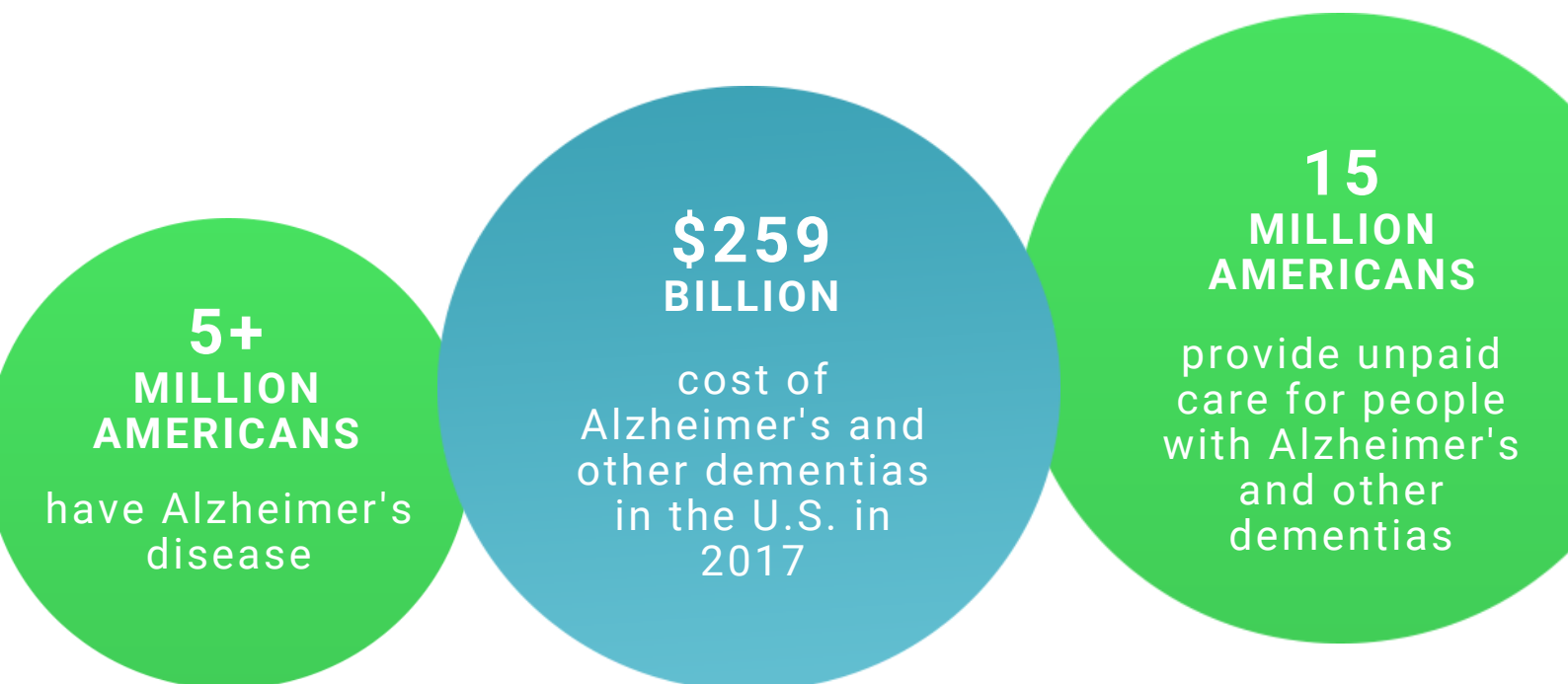
*Tomas Posker
Aging2.0 Ambassador
CEO Oscar Senior*



Finding a good, responsible caregiver is not easy. The job is underpaid and not considered prestigious. However, with the rising number of people who want to age in place, there's a bigger need for caregivers to provide help with everyday tasks. Surprisingly, even if three times as many people would be willing to become caregivers, there still wouldn't be enough due to population aging.

Consequently, senior clients don't get quality care, caregivers are overworked and frustrated, the care provider's reputation suffers and families lack the desired peace of mind.

This is the tip of the iceberg as there are also seniors with special needs. Many suffer from Alzheimer's disease or dementia. They primarily need time with their caregivers, and sooner or later require 24/7 care that doesn't come cheap.



BRING IN TECHNOLOGY AND CARE REMOTELY

The best way to provide seniors with the care they need and deserve is remote, virtual or distant care. We need modern technology to support care services from afar without time-consuming travelling while providing high-quality services. A variety of tech aids can ease the work of caregivers: smartphones, tablets, wearable devices, sensors, cameras, smart homes, scheduling software, and more.

These technological gadgets can:

- monitor seniors remotely to complement caregivers,
- track health condition of seniors,
- connect caregivers and senior clients,
- plan the caregivers' visits more effectively
- and allow caregivers to handle more requests remotely without travelling.

There is no single tool that provides all of the above. You need to connect all these gadgets together in order to make the most use out of these tools and provide the best quality care effectively. By uniting these tools in one platform, you can truly connect caregivers with their senior clients and enable them to care from afar with no decrease in quality of care nor the well-being of their senior clients.



Choose gadgets that are easy-to-use and senior-friendly. Adapting to technology may be hard for some of your elderly clients as they didn't grow up in the digital world. But with the proper devices and tools and maybe a little help from you, they can benefit immensely from all the possibilities that modern technology provides.

Big buttons, big size texts, easy-to-use and safe space. These are the most important things to look at when choosing senior-friendly technology.



Let's take a look at some tools you can use to provide better remote care. See how you can connect these tools to maximize your experience.

WEARABLES CAN REMOTELY MONITOR SENIORS TO COMPLEMENT THEIR CAREGIVERS

Wearable technology monitors the senior's health and general well-being.

They are able to:

- detect falls
- monitor blood pressure
- perform ECG
- use GPS to check the location of the senior
- track his or her movement
- work as an airbag in case of a fall
- initiate an emergency call, etc.

9% in 2014
33% in 2019

people in US use
wearable devices

*Accenture 2018
Consumer Survey
on Digital Health*

The best thing about most of the wearables is that they can be connected to an app or integrated into a management platform. This enables caregivers at another location to get an overview of the client's health status and well-being. They may also get a notification if the senior is in any danger. No need to go and check everything in person.

When connected to the management platform, wearables allow the caregiver to continuously collect data and see any long-term changes in the client. This helps to provide alerts about signs of health problems that might be overlooked otherwise.



73%

of people in the US view
wearables as a good way to
monitor the health of a loved
one

*Accenture 2018 Consumer Survey
on Digital Health*

SENSORS AND CAMERAS MONITOR WHAT EVEN CAREGIVERS MAY NOT NOTICE

A huge help for home care agencies are sensors and cameras that can be installed in the homes of senior clients.

These can check:

- quality of air,
- CO2 level,
- temperature,
- lights,
- movement
- or entrance doors.

With a good management platform you can make great use of these – for example you can even connect the camera in front of the door to a notification system and manage opening doors instead of the senior. When seniors are connected to the management platform, caregivers can control some elements of the environment such as remotely locking doors to keep seniors safe or call for medical help. Many elements can be monitored remotely which decreases the number of unnecessary physical visits.

Smart home technology takes these tools to the next level as it connects them together and allows you to control all the parts remotely. Some smart systems allow caregivers to communicate with senior clients through microphones and speakers installed at home, although not everybody is willing to let the caregiver into their private life to such an extent. However, it can be lifesaving and especially helpful for people with dementia.



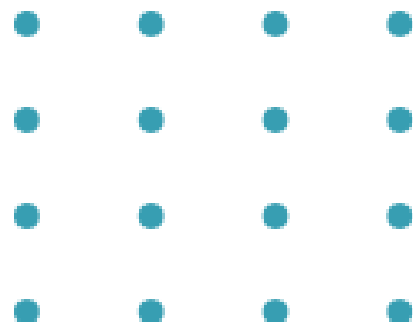
SALESFORCE OR OTHER CRM HELP CAREGIVERS PLAN VISITS EFFECTIVELY

CRM (customer relationship management) enables you to:

- collect and analyze data on the seniors to provide immediate and appropriate help,
- keep an overview,
- plan the next visit
- or assign the customer to a particular caregiver.

Care providers commonly use CRM software to plan visits and make sure each caregiver knows what to do that day. However, without connecting to other tools, it is still just a planner.

Imagine what you could do if the CRM would be connected with the data from sensors and wearables. Imagine how much time your caregivers would save if they would have all the data from CRM, wearables and sensors in one place.



USE ONE TOOL TO MAKE EVERYTHING WORK TOGETHER

Without a management platform, senior care aids may still work well, but separately. For maximum use of these gadgets, connect and manage them all in one place in order to ease your work and the work of caregivers. You will be able to do so in an easy-to-use app for tablets, smartphones or desktops.

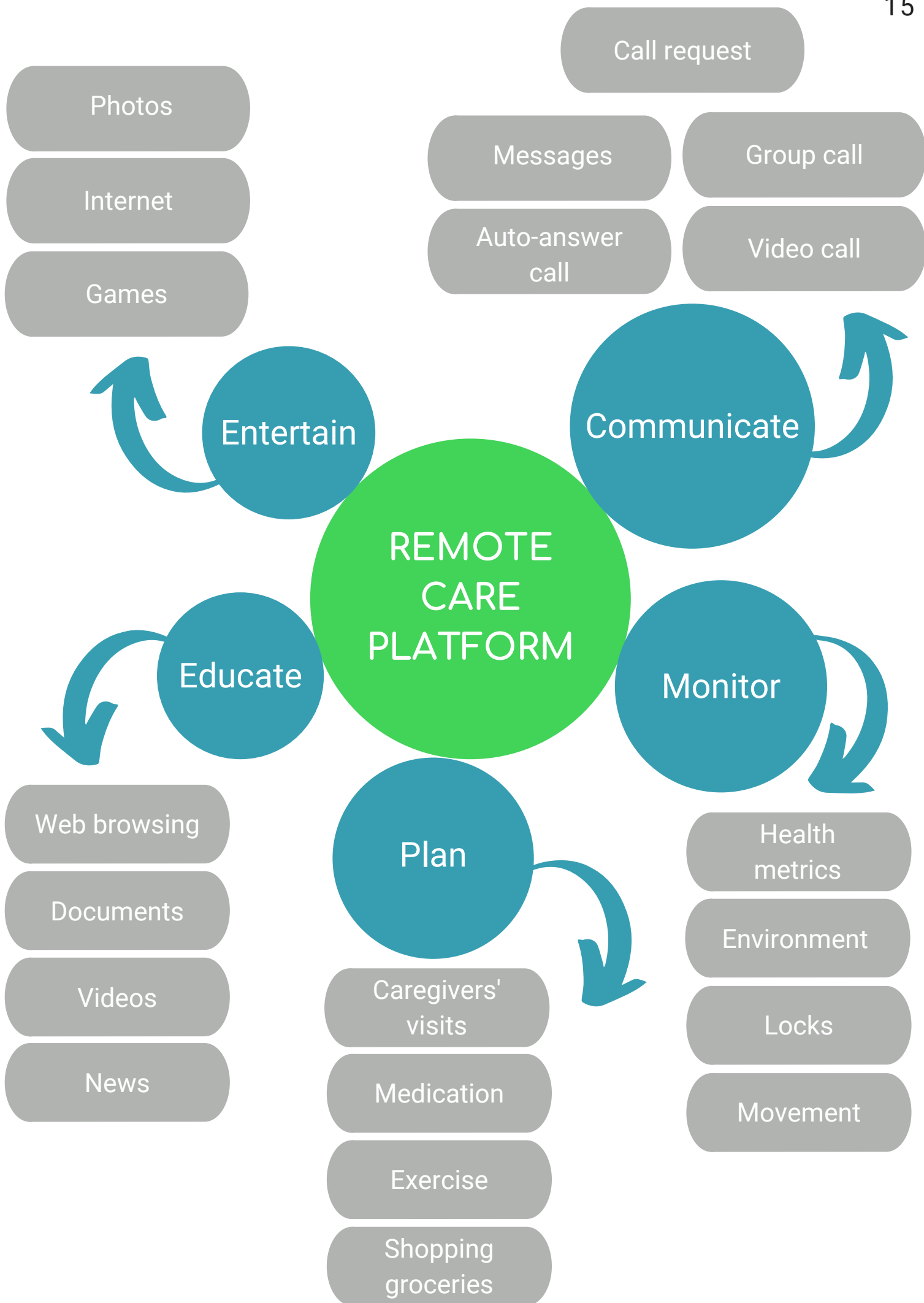
A good platform not only allows for maximum use of all these gadgets, but it also:

- improves communication with seniors and prevent them from social isolation,
- enables remote care,
- enhances care with entertainment opportunities,
- increases independence of your clients
- and can potentially delay the onset of dementia.

76%

Americans aged 65 and older say that connected care technology is important for better home care services.

Future Health Index study, 2018



CASE STUDY: HOW A REMOTE CARE PLATFORM HELPED AN AMERICAN HOME CARE AGENCY

The home care agency needed to:

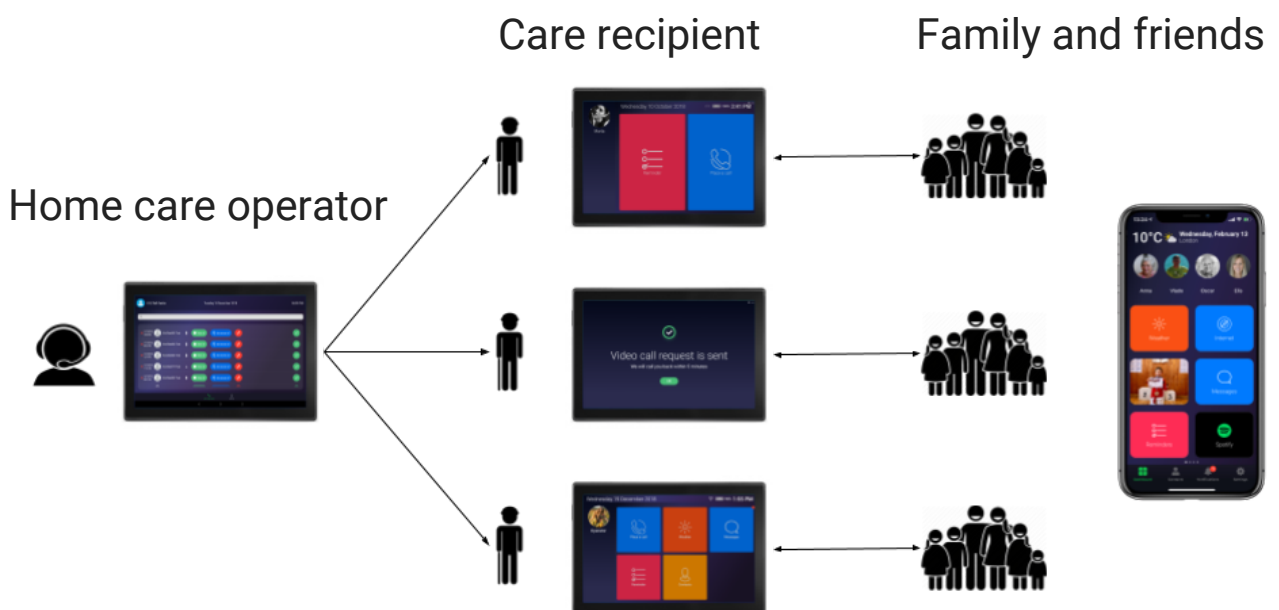
- avoid unnecessary visits,
- be more effective in planning,
- minimize face-to-face visits,
- enhance communication between caregiver, care recipient, family and friends
- and introduce technology to elderly.

1500+
clients

100+
employees

THE SOLUTION

The home care agency received a dashboard for the operators of their own call center and a senior-friendly app for the recipients' tablets or mobile phones. Via the remote care platform Oscar Senior, the care recipient can place a call request and the operator will video call back. This can be used for a check-up, to provide assistance, or to plan a co-located physical visit when needed.



If a senior doesn't respond or has a condition that limits physical actions (such as Parkinson Disease) the video call can be configured to automatically commence after a period of time.

Oscar Senior was designed with and for seniors. For this home care agency, the platform serves as a gateway to the tech world for elderly care recipients. Agencies may integrate other tech gadgets into the platform, such as heart rate trackers and movement sensors. This integration simplifies the application of these technologies for elderly clients.

THE RESULTS



The agency minimized unnecessary visits as they were covered by operators via video calls. The platform also enhanced the communication between seniors, their families and friends. Therefore the well-being of the recipients improved and the caregivers started to notice a decrease in loneliness.

The recipients soon became familiar with OscarSenior, since they use it not just to communicate with the agency but also to surf the Internet, play games or read the news.

Oscar Senior helped our home care agency be more efficient thanks to the possibility to connect with our clients easily via video call and therefore plan the next face-to-face visit and also make sure that the client is getting everything he needs.

James, CEO of home care agency

CONCLUSION

We might think that seniors are afraid of using technology. However, with some time and effort, we can help seniors learn to use and enjoy technological tools. This opens up a world of possibilities for them and their caregivers, because it is becoming increasingly challenging to provide daily or even weekly physical visits to every senior at their place of living.

Technology and remote care may actually be our only chance to make the senior care system work. Although virtual care won't fully replace face-to-face help, it's a necessary complement to the traditional way of care that enables you to increase efficiency and ease caregiver burden.

FIND OUT IF OSCAR SENIOR CAN HELP YOU WITH YOUR CHALLENGES TOO

You are welcome to contact the CEO of Oscar Senior, Tomas Posker – for assistance about how this platform for remote care can be used by your organization and applied to your specific situation. Tomas will show you how the remote care platform can help you grow your business and provide person-centered quality care.



Tomas Posker
CEO Oscar Senior
+1 (415) 316-6241
tomas@oscarsenior.com