



WHAT'S NEXT
LONGEVITY
ACADEMY

WELCOME!

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Join us and stay connected at aarp.org/coronavirus

Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage



MODERATOR

Mary Furlong

*CEO, Mary Furlong & Associates
Executive Producer, What's Next Longevity Academy*



PANELIST

Sherri Snelling

*Corporate Gerontologist,
CEO and Founder,
Caregiving Club*



PANELIST

Mary Alexander

*Vice-President of Strategic Partnerships,
Home Instead Senior Care*



PANELIST

Brian Corey

*Co-Founder and CEO,
Outpatient*



**WHAT'S NEXT
LONGEVITY
ACADEMY**

**TUESDAY, May 5, 2020
2:00PM EST**



**MARY FURLONG
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GOLD:



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THANK YOU TO OUR SILVER AND BRONZE SPONSORS:

SILVER:



OUTPATIENT



Nationwide®



embodied
labs

PORTFOLIA



It's Never 2 Late
dignity through technology



BRONZE:



WHAT'S NEXT
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PRESENTER



Mary Alexander

Vice President, Strategic Partnerships
HOME INSTEAD SENIOR CARE

Country Locations

1. United States
2. Japan
3. Canada
4. Australia
5. Ireland
6. United Kingdom
7. Switzerland
8. Germany
9. Italy
10. Netherlands
11. China
12. New Zealand
13. France
14. Singapore

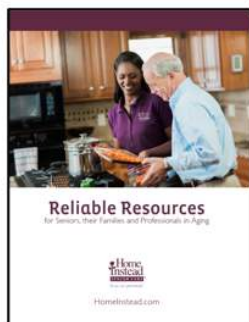


How has home care changed with the pandemic?

- Home Care is an essential service
- Personal Protective Equipment (PPE) requirements
 - Training and Education
 - Public/Private Partnerships
- High-Tech and High-Touch

Resources for Clients • Professional in Aging • Healthcare

- [CaregiverStress.com](https://www.caregiverstress.com)
- [HelpForAlzheimersFamilies.com](https://www.helpforalzheimersfamilies.com)
- Reliable Resources



White Papers

Home Instead Senior Care is committed to research-based educational material to better understand aging issues. The White Papers are available at [HomeInstead.com/WhitePapers](https://www.HomeInstead.com/WhitePapers)



Paid In-Home Care:
OFFERING SUBSTANTIAL
ECONOMIC SAVINGS



Paid In-Home Care:
BENEFITING THOSE WITH
ALZHEIMER'S DISEASE & DEMENTIA



Paid In-Home Care:
MORE CARE & BETTER CARE
FOR SENIORS



Generation to Generation:
GAUGING THE GOLDEN YEARS



Paid In-Home Care:
IMPROVING THE LIVES OF
FAMILY CAREGIVERS



Non-Medical Home Care:
A PROVEN RESOURCE TO
REDUCE HOSPITAL READMISSIONS



Seniors & the
INFORMATION GAP



Enhanced Transitional Care:
A HOSPITAL TO HOME
30 DAY PILOT PROGRAM



Paid In-Home Care:
A GROWING PART OF THE
MEDICAL-CARE CONTINUUM

Five Innovations



24/7 Support Line



HELP FOR working caregiversSM SOLUTIONS THAT PUT YOUR MIND AT EASESM



Enhanced Care



Temperature checks for major manufacturing or food processing plants



What is Simple Meds?

Simple Meds is an easy to use pharmacy which sorts and organizes your prescriptions, over-the-counter medications and even vitamins into simple multi-dose packets making it easier than ever to take your medications.

Simple Meds helps to improve the lives of customers and the lives of caregivers trying to assist a loved one with medication.



Sherri Snelling

Corporate Gerontologist
Caregiving Wellness Expert
Celebrity Interviewer
TV producer and host
Ambassador for Caregiver Monday
Alzheimer's Advocate
Author & Speaker



Consulting.

Employers & Workplace
Entrepreneurs

Content

Webinars & Podcasts
White Papers, Blogs
Video & Streaming Production
Caregiver Workshops
Me Time Monday Movement

www.caregivingclub.com



1 IN 6 CAREGIVERS WORK

91%

Recognize caregiving employees abandon self-care

95%

Feel a caregiver-friendly workplace is important

Yet only

9%

Place caregiving in their Top 5 of employee benefits

35%

Tie caregiving benefits to wellness benefits

13%

Have adequate communication & awareness for benefits provided



©2020 Caregiving Club, Inc./Image: Dreamstime



Sources: Gallup-Healthways Well-Being Index (2011); "The Caring Company: How Employers Can Cut Costs and Boost Productivity By Helping Employees Manage Caregiving Needs." Harvard Business School, Harvard University; NEBGH/AARP (2020) "Caregiving and the Workplace: Employer Benchmarking Survey"

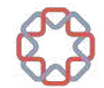
CAREGIVING IN THE WORKPLACE TRENDS

\$48 billion Corporate Wellness Market

 **Hewlett Packard Enterprise** +  **headspace** = Caregiver wellness education & tools

 +  **cariloop** = Caregiver concierge services

 +  **Care.com** = Back-up care

 +  **Wellthy** = Care coordination

 +  **CareLinx** = Personal care, respite care



©2020 Caregiving Club, Inc./Image: CDC

Sources: CB Insights “What’s Next in Wellness” Report 2019;
Corporate Wellness Magazine “Top Trends for 2020”

HOW COVID-19 WILL ACCELERATE CHANGE



Telecommuting



Telehealth



Back-up Care
On Demand

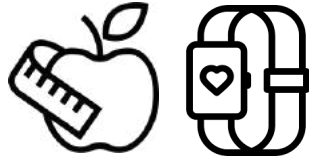


Information
On Demand

Creating the Caring Culture Ecosystem



Emotional Wellness



Nutrition/Fitness



Financial Wellness



Care Coordination

Engaging Employees and the C-Suite



Gamification/
Mobile/Social



Communication/
Engagement



Training/
Education



Data Analytics
Reporting

TWO CAREGIVER SELF-CARE PROGRAMS

1



The Monday Campaigns Public Health Campaigns

Science-based health behavior change

Free Assets for Partners

- **Social Media Graphics/Programs**
- **Blogs on Caregiver Wellness**

2



Client Sponsored Content

Based on BioPsychoSocial Model (BPS)

- **Webinars**
- **Workshops and Events**
- **Podcasts**
- **Streaming Content**

OUTPATIENT, INC. OVERVIEW



The award-winning Outpatient App is a simple, modern, and easy mobile app to simplify care collaboration and communication for Patients, Families, and Med Staff



Schedule, Coordination, and Automatic Notifications



Messaging, Task Assignments, and Updates



Track, communicate results and contact trace at scale



100% Private, secure and HIPAA-compliant environment



Works on any smartphone or tablet

Easy to use, no training required, little setup

New product releases every 2-4 weeks



OUTPATIENT

HEALTH/CARE/GIVING CHANGE



50 - 0 B.C. (BEFORE COVID-19)

0 - 10 A.C. (AFTER COVID-19)



Physical
Clinical & Formal
“Rules” > Practicality
Inconvenient
Fee for Service

Physical + Virtual
Holistic & Informal
Practicality > “Rules”
Adaptive
Value-based economics

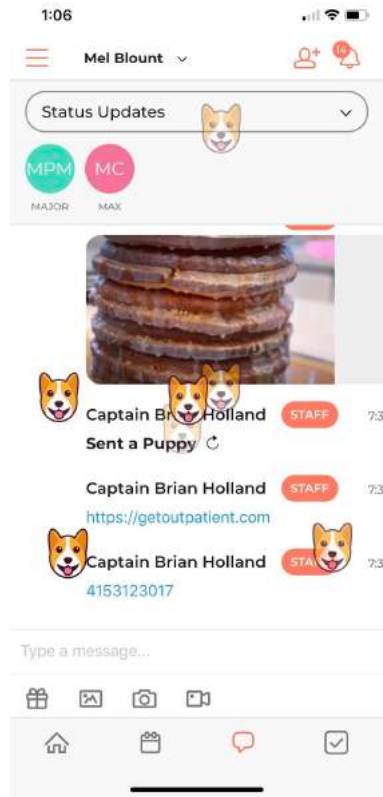


OUTPATIENT

DAY 0, A.C. ERA



Physical + Virtual



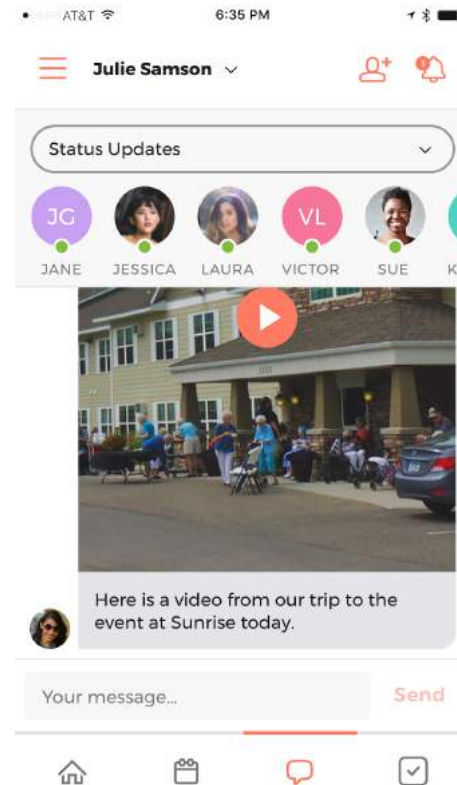
Puppy Stickers!
MoM 2x+ growth

Informal



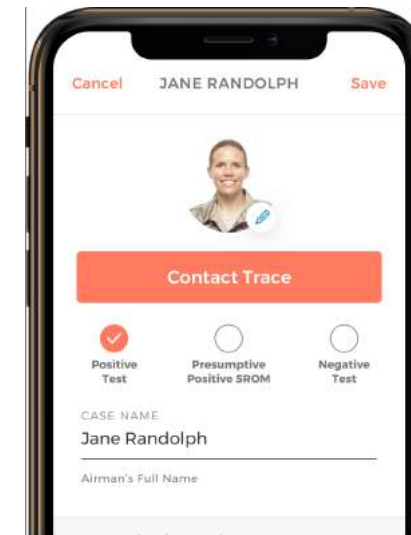
Symptom Reporting
Free to all users

Practicality > Rules



Video/Telehealth
2nd most used feature

Adaptive



Contact Tracing
Customer Request

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PANELIST



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**TUESDAY, May 5, 2020
2:00PM EST**



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QUESTIONS FOR DISCUSSION?

If you have questions for the panelists, please submit via the Q&A feature on your screen.



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JOIN US NEXT WEEK

The Ziegler Link·Age Fund: Priorities of the Fund and How Its Portfolio Companies Are Responding to the Covid-19 Crisis



MODERATOR

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*CEO, Mary Furlong &
Associates*

*Executive Producer, What's
Next Longevity Academy*



PANELIST

John Hopper

*CIO and Managing
Director,*

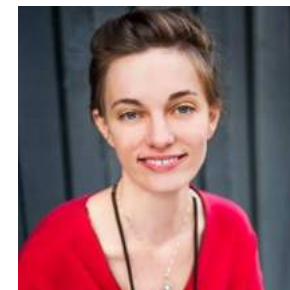
*Ziegler Link·Age Longevity
Fund and Link·Age Ventures*



PANELIST

Ernie Ianace

*EVP of Sales and Marketing
and Co-Founder,
Vital Tech*



PANELIST

Carrie Shaw

*Founder and CEO,
Embodied Labs*



**WHAT'S NEXT
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**TUESDAY, MAY 12, 2020
2:00PM EST**



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QUESTIONS?

If you have questions you'd like addressed in next week's session, "The Ziegler Link·Age Fund: Priorities of the Fund and How Its Portfolio Companies Are Responding to the Covid-19 Crisis", please send them to:
maryfurlongprograms@gmail.com



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WHAT'S NEXT LONGEVITY ACADEMY

Visit the [What's Next Longevity Academy](#) webpage to view our complete collection of Academy sessions with password **AcademyVIP2020**:

- March 31, 2020: **“Why Technology for Older Adults Matters in 2020 and Beyond”**
- April 28, 2020: **“Fostering Innovation During Covid-19 & Beyond”**
- May 5, 2020 at 2:00pm est: **“Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage”** (will become available this week)
- May 12, 2020 at 2:00pm est: **“The Ziegler Link·Age Fund: Priorities of the Fund and How Its Portfolio Companies Are Responding to the Covid-19 Crisis”**

Additional Academy sessions for May and June will be announced soon!

WHAT'S NEXT LONGEVITY BUSINESS AND VENTURE SUMMIT

WE'VE GONE VIRTUAL!

Join us June 24-25, 2020 for the [What's Next Longevity Business and Venture Summit!](#)

You will receive COMPLIMENTARY access to exclusive content from leaders and investors in the longevity marketplace.

Featured investors include:



Christine Brocato, *Director of Strategic Innovation,*
Dignity Health



Todd Haim, *Chief of the Office of Small Business Research,*
National Institute on Aging



John Hopper, *Chief Investment Officer,* Ziegler
Link·Age Longevity Fund



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