

# Generating Income in the Digital Era

Part 2 : Focusing on Senior Care



**iCarialiving**

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# PREVIOUSLY – Part 1 : GENERATING INCOME IN THE DIGITAL ERA

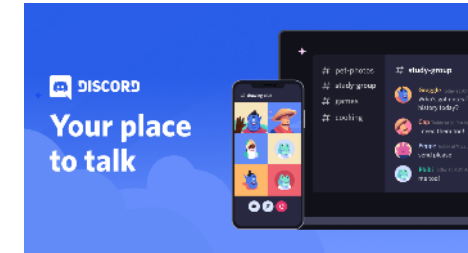
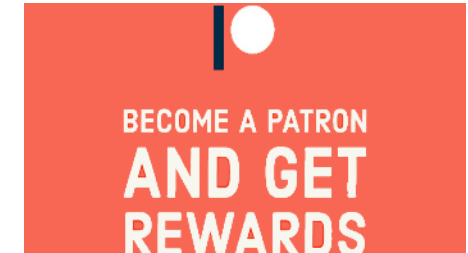
**1** Advertise on social media and build a base of fans/followers



**2** Pay, show proof, and Join a private members-only chat



**3** Pay and Join a private members-only platform



Alternative is an industry-specific platform for running a specific type of business depending on need / maturity of that market segment. E.g. Yoga, Tax, Agents...

## SHOPIFY – CREATE A DIGITAL STOREFRONT IN MINUTES!



- ✓ Creating a store front for your products using shopify is a breeze!
- ✗ Competing with Amazon is **hard!**
- ✗ Getting customers is **hard!**
- ✗ Marketing is **hard!**

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## TREND – INDEPENDENT SERVICE PROVIDERS (GIG)

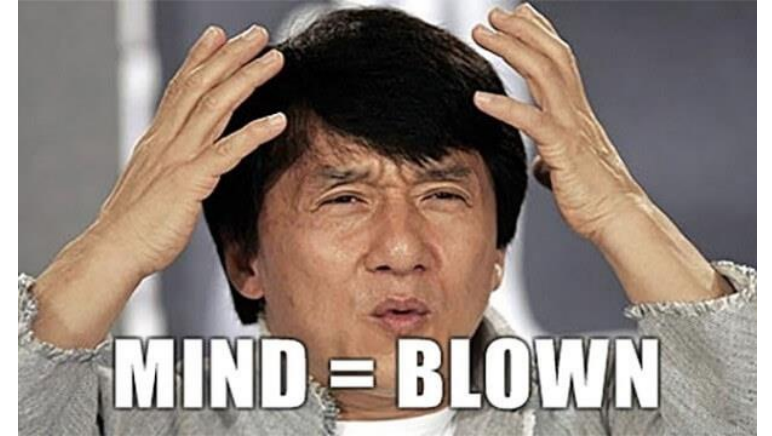
By 2027 there will be more freelancers than full-time employees!

In the US, gig economy wages and participation increased by 33% in 2020!

Upwork stock price increased by 436% (as of 3/30/2021)

Zoom stock price increased by 173% (as of 3/30/2021)

11,718% increase in medicare using telehealth (from 11K members to 1.3M members in 1 year)







[www.icarialiving.com](http://www.icarialiving.com)

# Meet Silvia

iCaria Case Study



As of 2017...

26%

Say greatest fear is losing their independence

89%

Want to “age in place” at their own home

53%

Don't think they'll be able to

65%

Open to new technologies to enable independence





**6.5%**

Of older adults live in nursing homes or assisted living

**\$5K**

Monthly cost of memory care assisted living

**56%**

Women ages 75 to 84 living at home alone as of 2014

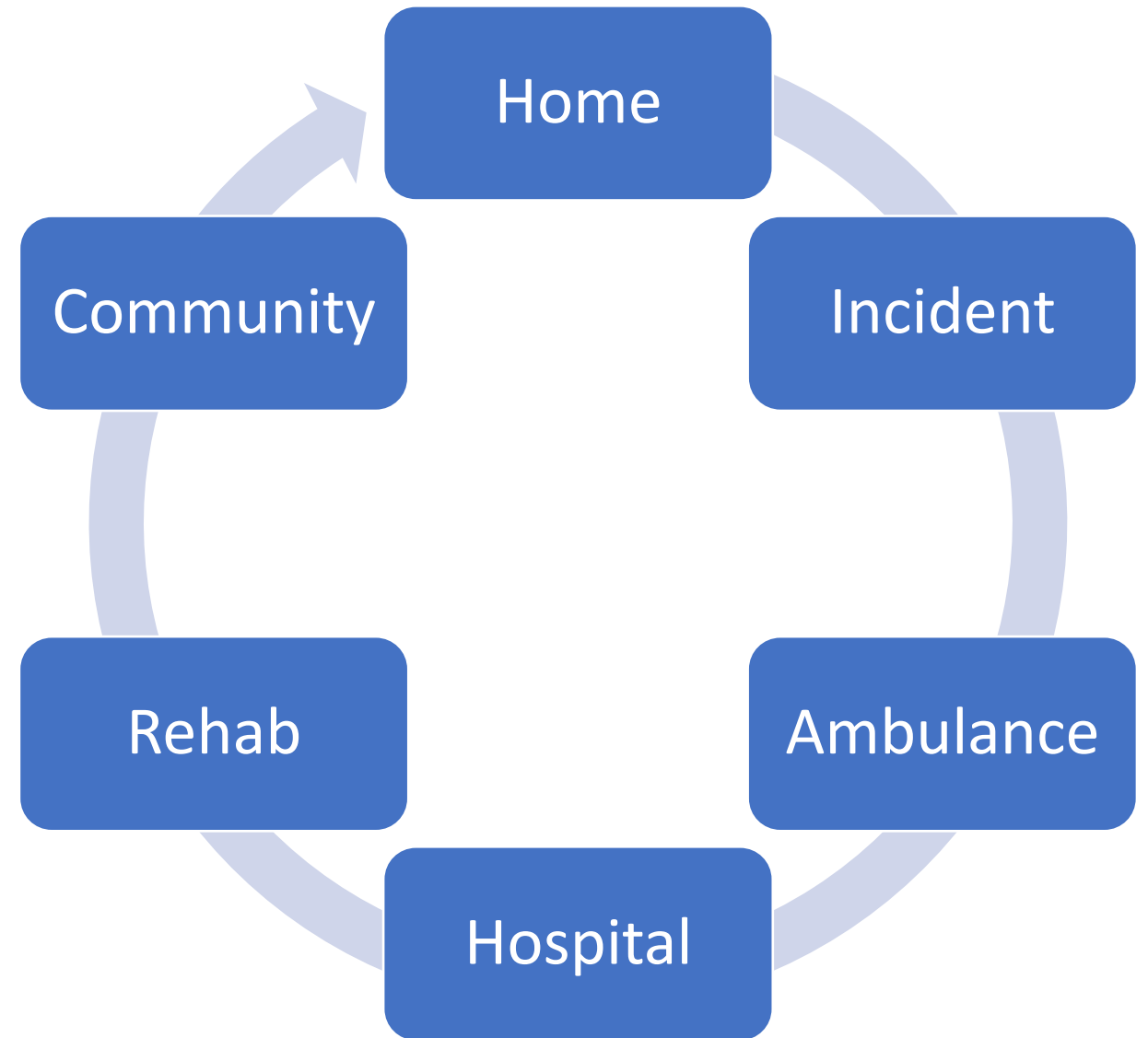
**\$103B**

Estimate market size for Home Care Providers as of 2018

## ACUTE EVENT FOR AN ELDERLY

Challenges with **current** world:

- Living alone or with pet
- Care giver lives far away
- High cost and limited choices of at-home services
- Medical data siloes in different systems
- Limited ability to exchange data in a timely fashion
- Hospital is hard to reach
- Doctors and nurses overburdened with work
- Medications hard to fill, too many
- Treatment instructions hard to follow
- Fear of infections (COVID-19)





## MEET SILVIA



- Silvia is a healthy 68yr old grandmother
- Wanting to be independent, Silvia moved to her own townhouse in Northridge, CA, a beautiful well-groomed community that was close to many amenities including YMCA, strip malls and parks where she can walk her little puppy, Spot.
- Silvia leads an active life (hiking, yoga, swimming)
- She has a daughter Jane and a son-in law, Bob
- Silvia has 2 grand kids Samantha 13 and Joe 8
- Jane and the kids live in San Diego, CA, 3 hour drive

Inhaler

Asthma

Metformin

Diabetes

Lisinopril

Hypertension

Silvia's current triple condition

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## JANE's 911

- Jane and the family came to visit Silvia on Thanksgiving weekend
- Samantha loves to skateboard
- Samantha asked her *cool* grandmother to check her new board  
“Want to give it a try grandma?”
- Not wanting to let Samantha down, Silvia gets on the skateboard
- Silvia hit a rough patch down the road and falls on the sidewalk  
“Jane, I think I broke something, I can’t get up!”
- Jane calls 911
- EMT arrives, administer initial treatment and rush Silvia to the nearest UCLA ER center
- Silvia’s blood sugar and blood pressure spikes due to stress
- Silvia arrives at ER lightheaded, confused and anxious



## DATA SILOS – DETERIORATING CONDITION



- Jane had a copy Silvia's medical records from when she lived with her in San Diego some 2 years ago (no knowledge of her triple condition)
- EMT don't have access to Silvia's records and hospital ER not aware of most recent condition or medications
- E.R. administer fast-acting insulin for her high blood sugar and beta blocker for her elevated blood pressure
- Beta blocker causes asthma attack and her condition deteriorates
- Hospital's rapid response team dispatched to help Silvia
- Rapid response team put her on oxygen and nebulizer treatment
- Later, x-ray shows her hip requires surgery
- Staff administer an opiate for the pain
- Silvia is disoriented, unable to coherently convey her condition, her priorities for care, or her recovery goals



## INFORMATION SHARING – PATH TO RECOVERY

- Jane finds Silvia's medications and rushes to hospital
- New information causes doctor to revise her medications
  - Blood sugar is under control from the insulin she receives
  - Opiate is reduced and her breathing is stable
  - Oxygen is discontinued
- Silvia is discharged from hospital to rehab facility for recovery
- Rehab facility only receives information on new treatment, no old medications and inhaler or pre-existing conditions
- Silvia asks Jane to contact her doctor who then gives instructions
- Medical director at rehab plans two weeks of therapy and educates Silvia on how to avoid re-injuring her hip
- After recovery, Silvia discharged back to her home



# CURRENT REALITY – SILVIA IS NOT ALONE!

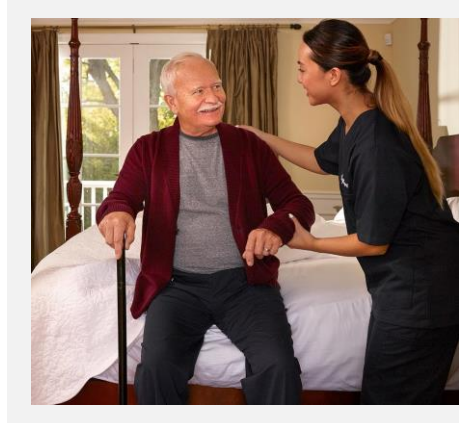
## THE INDEPENDENTS



### Living Home Alone

With fewer children and high divorce rates, baby boomers may live alone in old age without financial and social support. Older women are more likely to be widowed and live alone than men.

## THE TRANSITIONERS



### At Home w/Caregiver

Living at their home with support from a spouse, child, sibling or other caregiver. Many caregivers upend their lives for a loved one – a task that can take a high mental and financial toll.

## THE STRUGGLERS



### Long-Term Care

Living in an assisted or nursing home facility and dependent on 24x7 support. Care ranges from basic help with ADLs to memory care, chronic disease management and more. Cost of living increases as health declines.

## HEALTHCARE IS EVOLVING!

Care delivery moving from hospitals to alternate settings including home



- More and more people aging at-home with pet, family, or in a community
- IOT monitoring devices extending the reach of healthcare to at-home person-centered care and monitoring
- Hospital admissions declining as more aging-in-place services are offered
- Senior living drawing more active and independent residents
- Telehealth is here!
- Well-care is the new frontier while sick-care is in the rear-view mirror!



# iCARIA – WORLD REIMAGINED!



Family members can manage their own health and wellness at home with full access to medical and personal records.

EMTs can access the data (on phone) as they transport patient to ER. ER team receives (in EMR) incoming patient data ahead of patient arrival. Proper transfer of data to rehab center for proper recovery before discharge to home.

Discharge instructions given and understood by family. Connected care team kept aware of person recovery progress at rehab and into home through secure messaging and telehealth.

Daily care and monitoring are provided by community of **trusted** service providers.

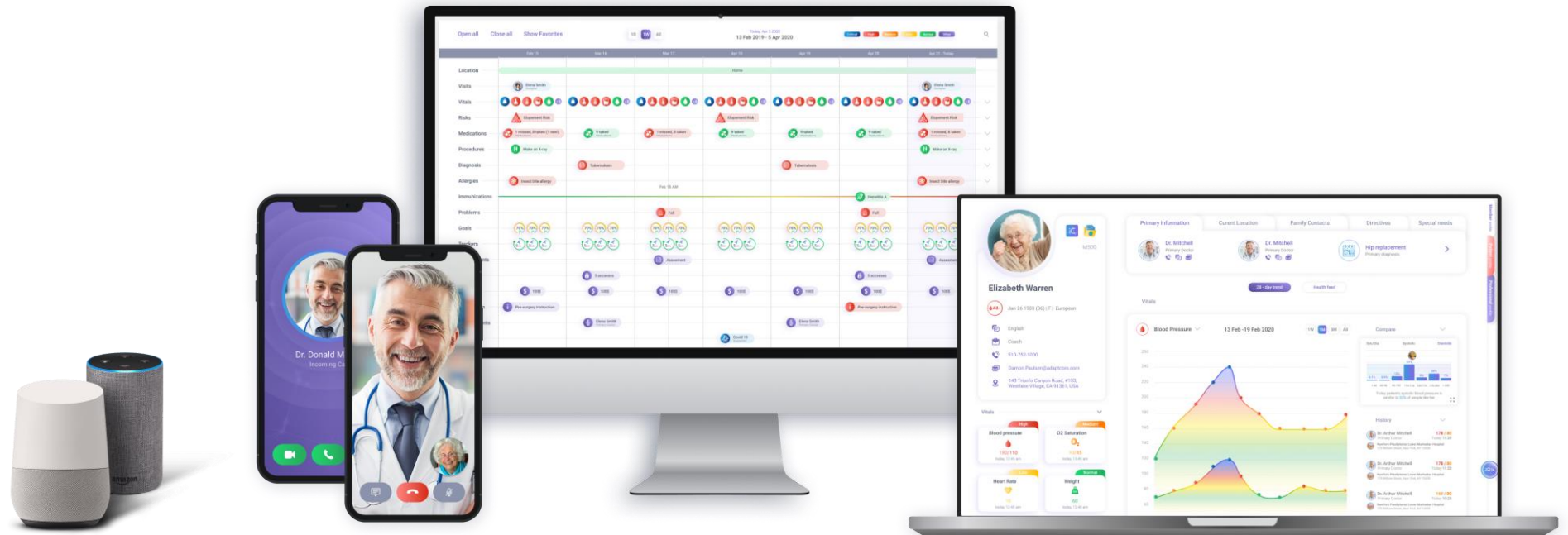
Elderlies can now age independently with dignity!

# BACK TO SILVIA



After spending two week at rehab clinic, Silvia is sufficiently recovered to receive at-home care till she is back to her normal life...

- ✓ Living healthy
- ✓ Living independently
- ✓ **Aging with dignity!**





**iCaria**living

**Find services for all your family's needs!**



# **The Opportunity!**

iCaria Health LTD – July 2021

[www.icaliving.com](http://www.icaliving.com)





**iCaria** - Family services platform powered by AI for senior and dependent care that connects you and your loved ones to a marketplace of trusted and certified community service providers and businesses.

iCaria supports both **in-person** as well as **virtual** family services.

### What?

There is no single family engagement and service delivery platform that enables personalized and **fraud-protected** services using community-based and independent service providers and business with an integrated CRM that caters to digital-first as well as in-person services. Think *Shopify* for family service providers.

### Why?

In the US, **56%** of women aged 75 to 84 live at home alone. Prior to 2019, **89%** of seniors wanted to “age in place” at their own home; however, **53%** did not think they’ll be able to do so.

### Why now?

Due to **COVID-19**, death rate in the senior age group was **630x** higher than other groups with facilities reporting an infection rate of well over **30%**. Trust in these facilities have all but evaporated as families realized that they were ill-prepared in preventing the spread of the virus.

Meanwhile, health & wellness service providers have been hit hard due to the move from brick and mortar to digital services. Independent professionals resorted to generic social media platforms to build their brand and client-base.

## CURRENT LANDSCAPE (USA)

**23m**

Americans aged 65 and older who needed help with personal care

**7m**

Americans aged 65 and older use long-term care services

**\$443b**

US long-term care market size in 2019 with CAGR of 6.8% through 2027

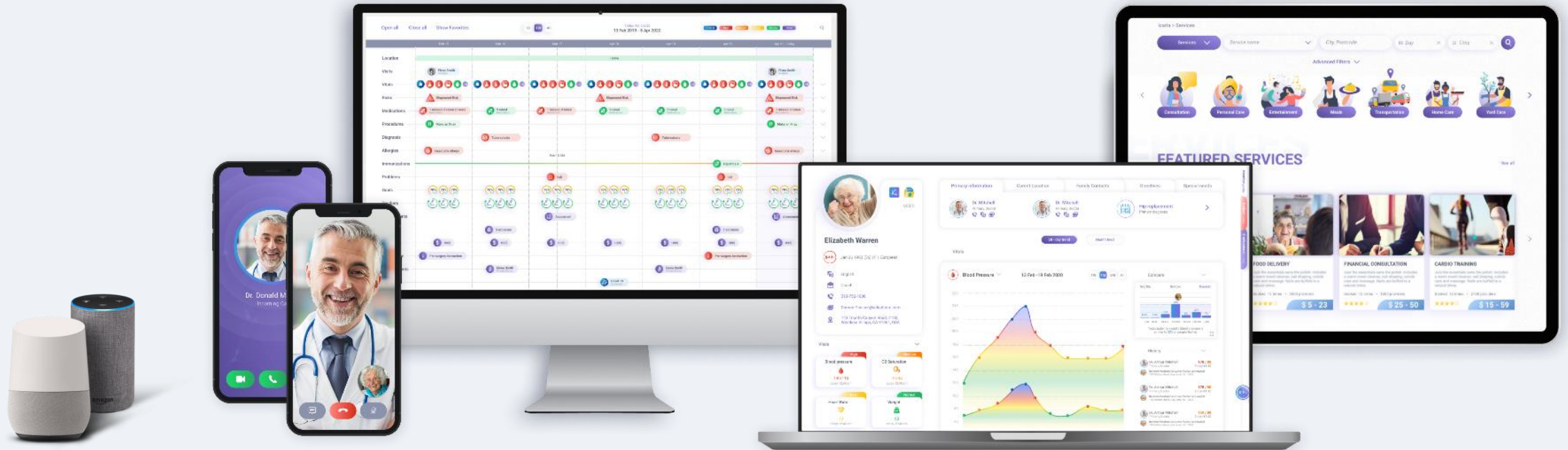
**\$103b**

US home healthcare market size in 2018 growing to \$173b by 2026

Source: CDC (Personal Care Needs, Use of Long-Term Care Services), Grandview Research, Business Insider



# SOLUTION

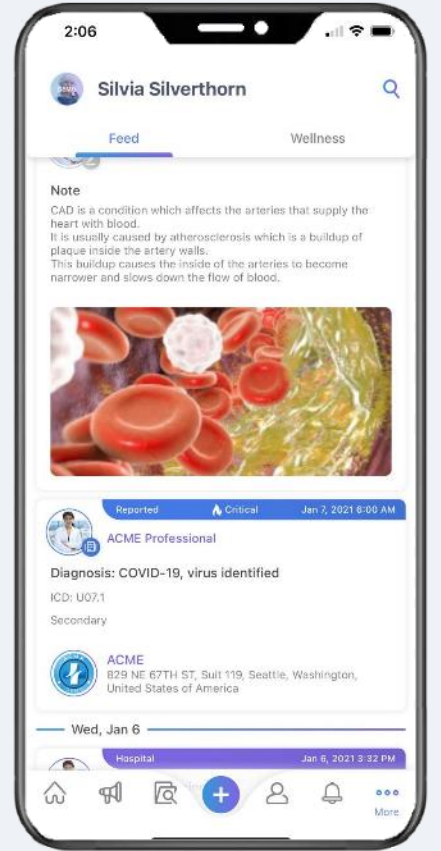
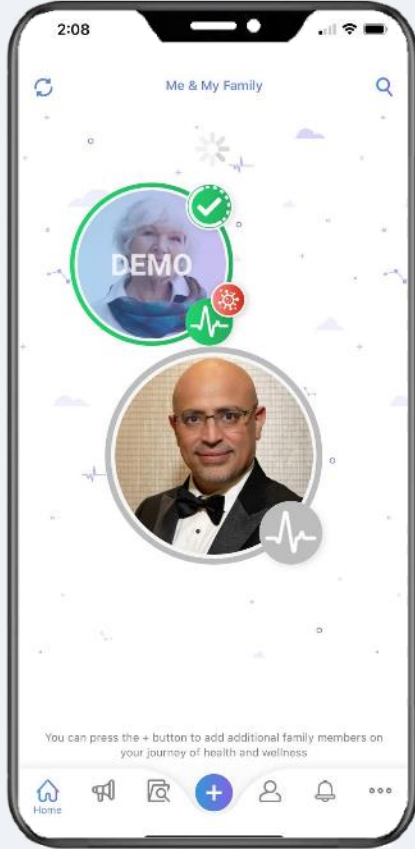
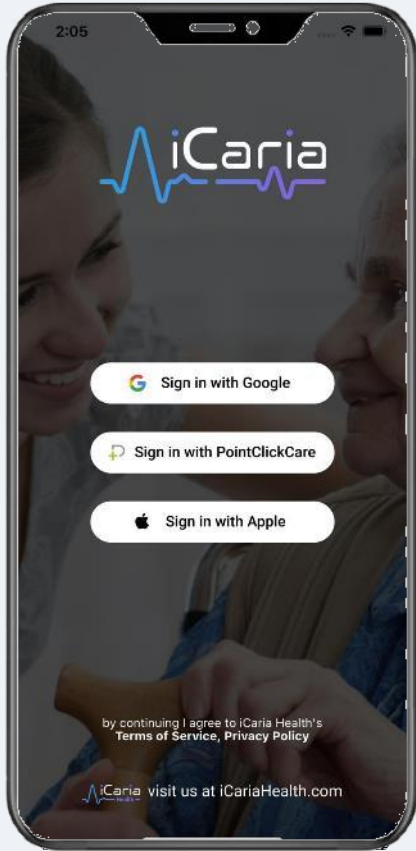


**1 Family engagement social platform** with a mobile & web app connecting families to services and care providers to monitor and care for seniors

**2 Marketplace** of at-home **services** connecting families to community service providers focused on smart monitoring as well as bringing personal care, home care, wealth management and other **fraud-safe** services

**3 Starter-Kits** and **CRM** as well as legal and financial services for independent service providers to run and operate their small business and services

# APP PREVIEW



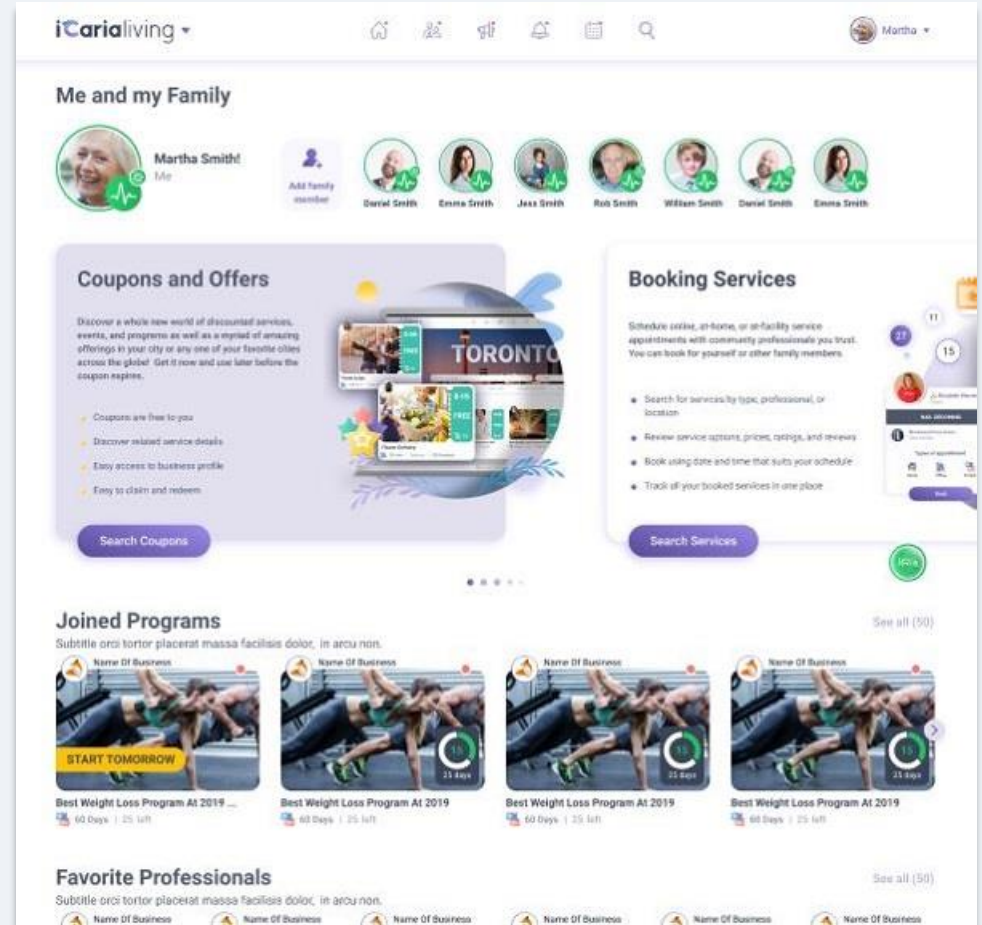
# iCARIA PORTAL & APP

One-stop hub for you and your family.

Manage the care for your elderly parents or family members with chronic conditions.

Access community of trusted service providers that offer the services you need.

Same portal can be used to manage your clients as a service provider including professional care givers.



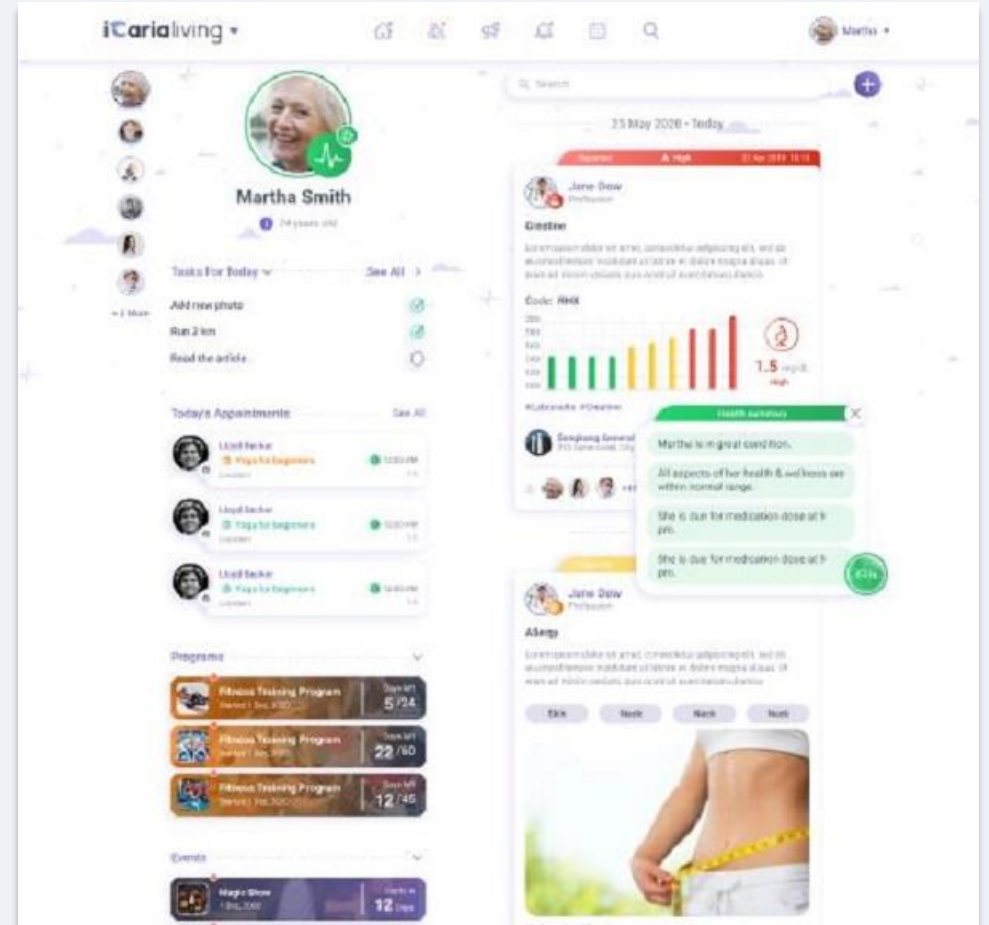


# iCARIA SUMMARY

Consent-based access to entire health and wellness records of every family member.

Engage using a personal (life) feed spanning medical, wellness, financial, and other service events.

Care for others as easily as you care for yourself.



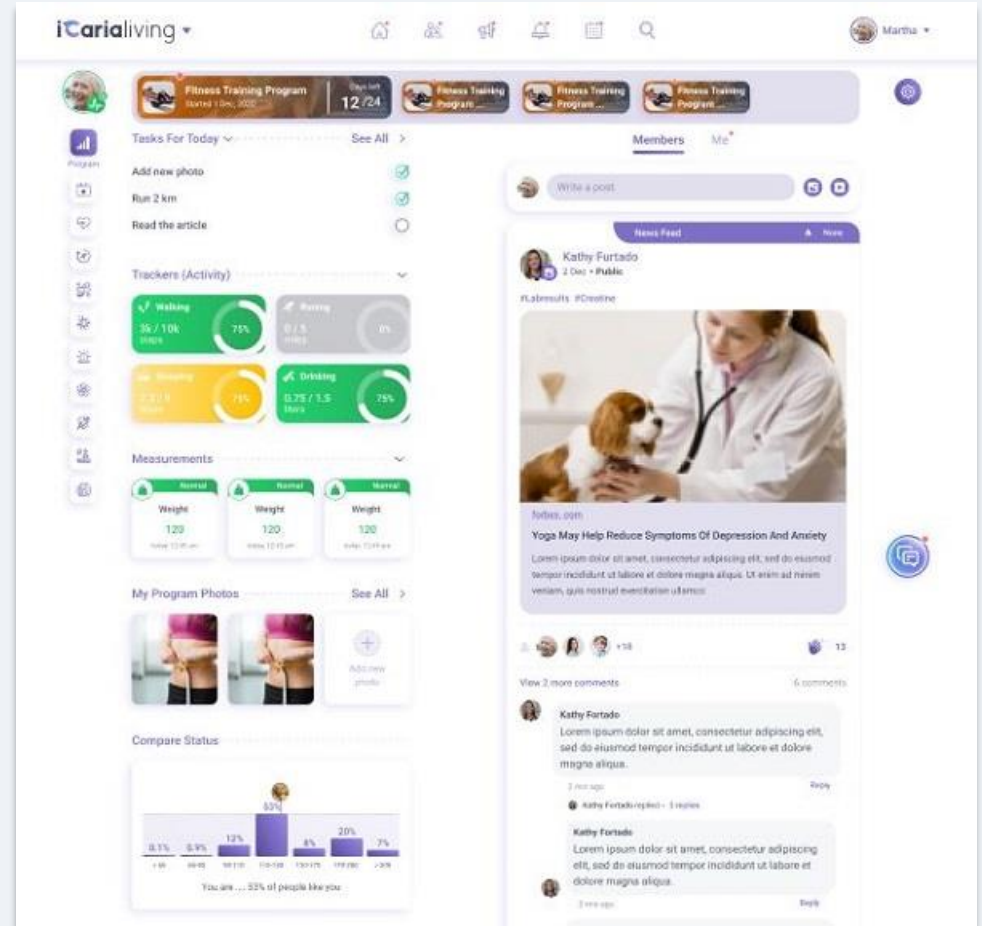
# iCARIA PROGRAMS

Highly engaging premium content unlocked for program members.

Scheduled feed posts as well as tasks.

Measures, trackers, and goals.

Secure 1:1 images and texts with program care (coaching) team to track progress and personalize communications.

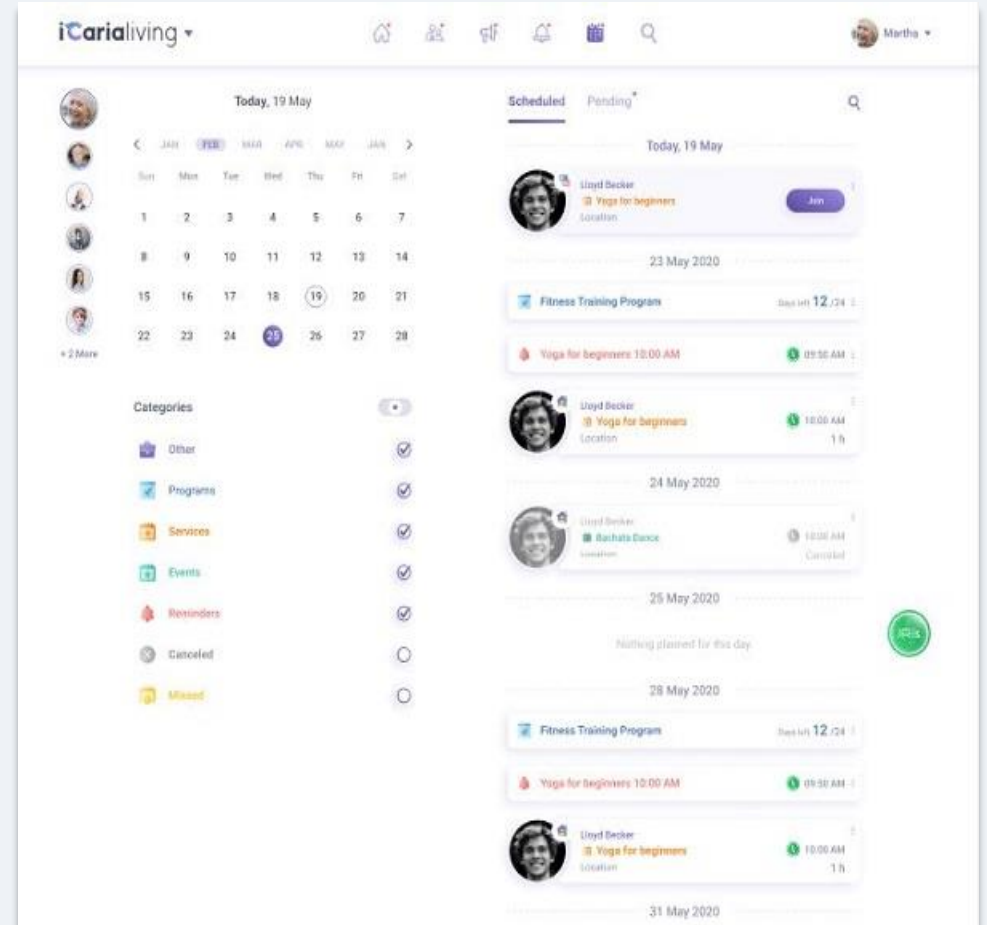


# iCARIA SCHEDULE

Manage your schedule spanning programs, events, and services for self as well as other (consented) family members.

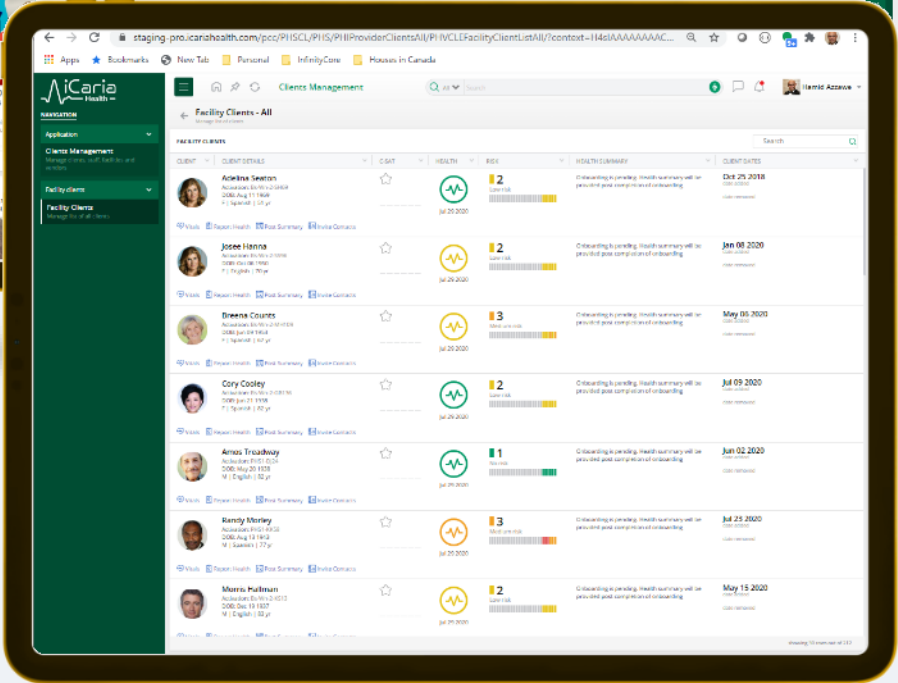
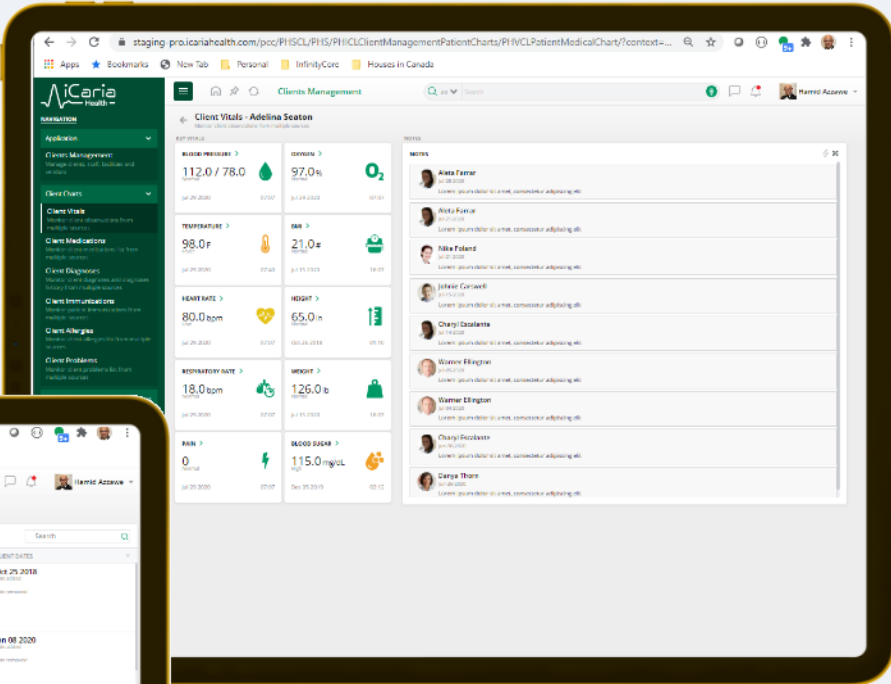
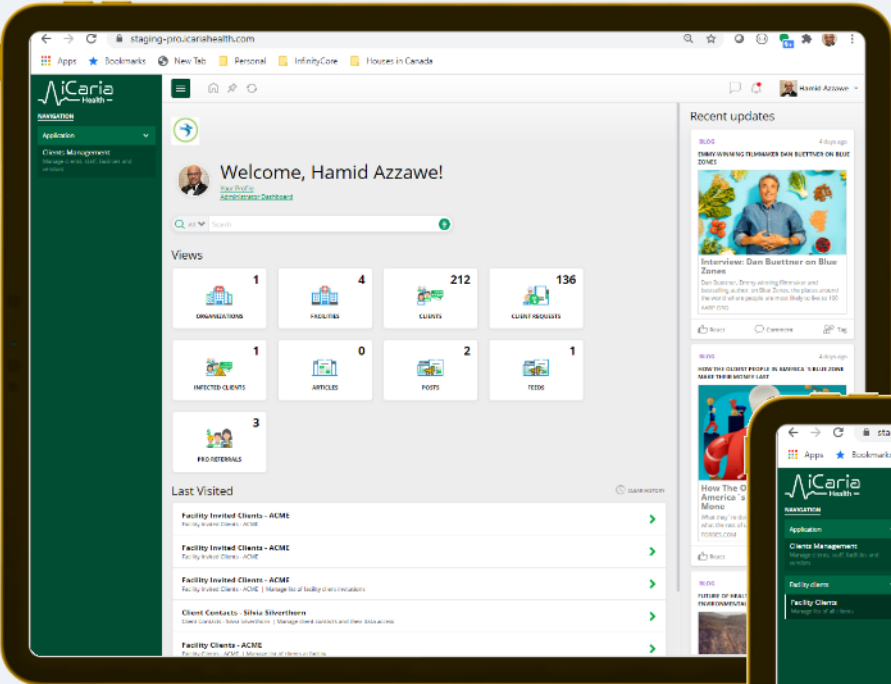
Launch zoom-based teleservices.

Track pre, during, and post visit activities and notes in-person service appointments as well as check-in and check-out times for service providers.





# CUSTOMER MANAGEMENT (CRM) PREVIEW



# MARKET SIZE (USA)

Below market size estimates **excludes** any at-home digital services for the family outside of senior care as well as any markets outside of US (Canada, UK, Australia, ...) – these will **significantly increase** the market size and thus potential revenue.



**TAM**  
Based on total long-term care market size in USA



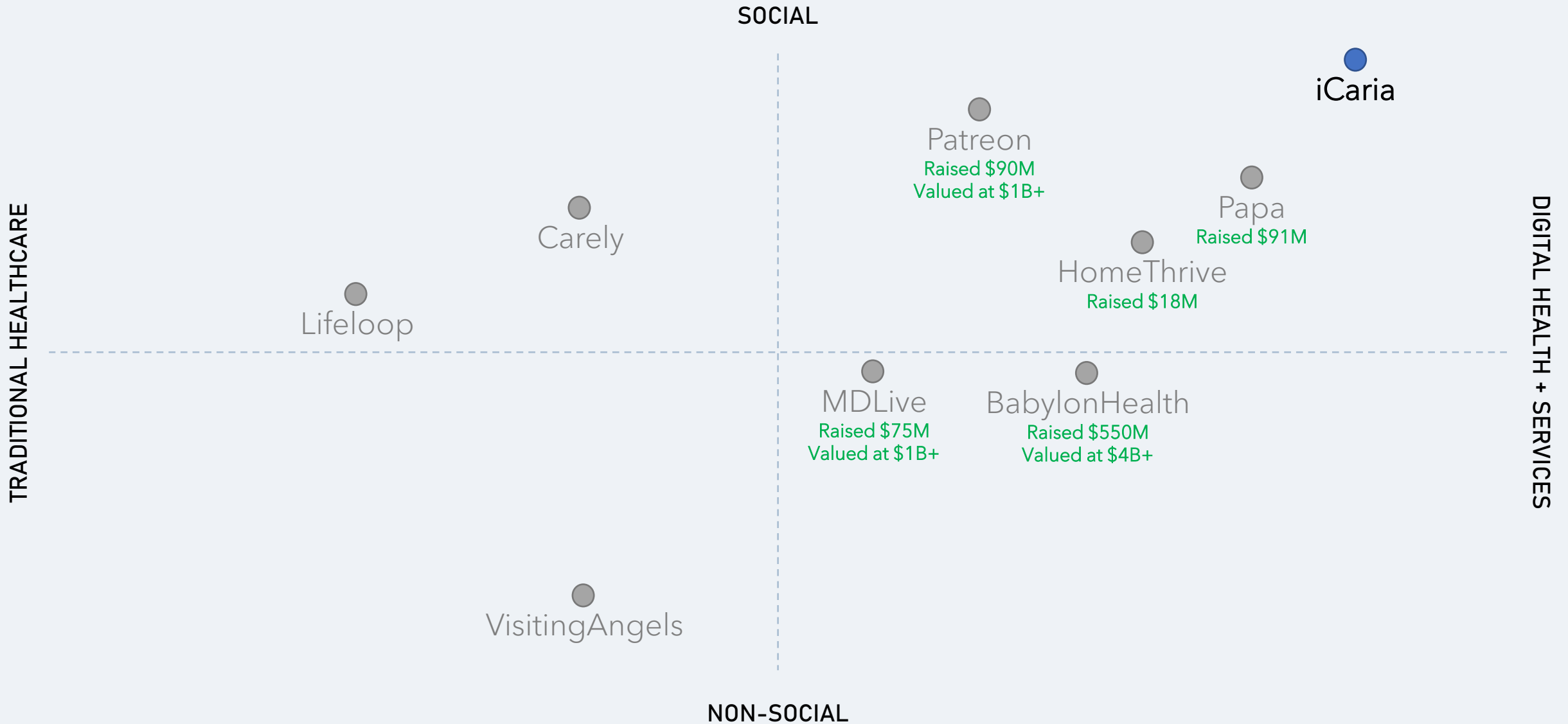
**SAM**  
Based on at-home care market size in USA



**SOM**  
Assuming 10% market penetration in USA

# COMPETITION (USA)

COVID-19 heightened the need for a digital health and wellness platform that is purpose-built to deliver at-home services using innovative social interactions and simple to use CRM





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## SO WHAT?

How can **you** (yes I'm looking at you) benefit?

- 1) Offer your own services
  - Financial advice for retirement
  - Real-estate downsizing for retirement
  - Accounting for retirees
  - Wellness programs for retirees (yoga, weight loss, ...)
  - Nutrition programs for retirees
  - Social events for retirees
  - Organized trips for retirees
  - Handyman for retirees
- 2) Become a community care giver for retirees
- 3) Become a case manager for your city
- 4) Become a referral agent for service providers





# Demo and Q&A



**iCarialiving**

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iCaria is registered in **DELAWARE & ONTARIO**