CaringWire – An Uncommon Approach to a Common Problem

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Presenter: Michael Sentz
An uncommon approach to a common problem

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A personal story turned into founding purpose
Caregiving is all consuming
My family’s story is not unique

11 Million Americans suffer from cognitive impairment

40 Million caregivers in the United States*

* According to the Alzheimer’s Association
Aging shifts burden of care to loved ones

Disease states, like dementia, limit sufferer’s ability to make meaningful care decisions
Solutions lack transparency & overwhelm caregivers

Caregivers lack centralized trustworthy resources to turn to for advice
Caregiving impacts employment

61% Caregivers report making workplace accommodation

53% Caregivers report forced to take absences from work to deliver care
Underutilized community infrastructure
We expect convenience from everything else

Why not caregiving?
Caregiving is expensive

$800\text{ Billion}

Care expenditures in the US
~$20,000 per caregiver household per year
High tech with a human touch
CaringWire solution

- Easy-to-use tech platform
- Assess individual needs
- Connect to trustworthy providers
CaringWire takes empathetic approach

- Empathetic product development
- Focus on caregivers
Surveyed baby-boomer caregivers

113 people interviewed

Female

45-70 year old

Caring or Cared for Loved One
Caregivers are looking for solutions

Problem Validated

Most adults want to live at home as long as possible – strong connection with their home

People are willing to pay for it
Looking for trusted guide to help navigate

Don’t know what they are dealing with or what questions to ask.

People are utilizing Friends and Family, Doctors, Google as support/source.
Caregiver quotes highlight burden

Some days I wished that I was dead so that I didn’t have to deal with it.

Difficult for me to sort thru unrelated information regarding my situation get understand what was going on.

Without knowing what I was dealing with, I didn't know what to ask.
We believe that focusing on caregiver’s needs can reduce burden

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<th>Honor</th>
<th>A Place for Mom</th>
<th>Legacy.com</th>
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Ask: funding and partnerships

Funding to build platform and team

Pilot with healthcare networks, employers & service providers
Caring for people who care

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CaringWire
Caring for people who care