LTC Tech Summit

Session #5: Whole Person

SOA Antitrust Compliance Guidelines
SOA Presentation Disclaimer
The Problem

“Caregivers” are those taking care of aging, chronically ill, or disabled loved one(s). In the US, there are:

- 66 million family caregivers\(^1\)
- 20 million new caregivers per year\(^2\)
- 1 in 5 working adults also serving as caregivers\(^3\)

Despite caregiving’s prevalence, there is no support or infrastructure to help. Caregivers:

- Spend $470 billion on care expenses per year\(^4\)
- Spend up to 32 hours per week managing care\(^5\)
- Risk their careers, bankruptcy, and wellbeing

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\(^1\) U.S. Department of Health and Human Services. Caregiver Resources & Long-Term Care, 2017
\(^3\) Age Wave/Merrill Lynch. The Journey of Caregiving: Honor, Responsibility and Financial Complexity. 2017
2019 Harvard Study\textsuperscript{1} shows

- 3/4 of U.S. workers face some caregiving responsibility
- 32% of caregivers have left a job because they couldn’t balance work and family duties
- 80% say their responsibilities at home keep them from doing their best at work
- 28% said their caregiving obligations had hurt their careers because they didn’t receive challenging assignments or because they had been passed over for raises or promotions

\textsuperscript{1}HBS’s “The Caring Company” (2019)
The Solution

Wellthy is a care concierge providing support and relief to families with complex care.

We are:

- For families: who have a parent with dementia, child with autism, spouse with cancer.
- Their partner: a family’s healthcare project manager. We handle the administrative and logistical tasks.
- Comprehensive: we help find and vet the right in-home aide, manage a move into a facility, contest and negotiate insurance bills, and more.
Our Unique Service Model

We match a family up with a dedicated Care Coordinator.

Our coordination team includes:

- Licensed, clinical Social Workers
- Talented individuals vetted via a proprietary, streamlined system
- Care coordinators are certified to follow the ‘Wellthy Way’
Our Robust Platform

For families:

- Multi-stakeholder communication
- Project management
- Document storage
- Contact and medication trackers
- Scheduling/calendar
- E-signing
Providing an Exceptional Experience

@just_beau
@Benioff thank you for offering the @WeAreWellthy as an employee benefit. It has and will continue to improve my wife, Kelly Hale's @khbythewindow, life and mine #Ohana
15 Jun 2018 via Twitter

My Care Coordinator is a life saver. I am the primary earner and work full time. When a spouse is diagnosed with a terminal illness, it can be very scary, Suzanne has made sure that I have all the resources I need, ready to go, when they are needed. Thank you Suzanne and Wellthy for providing such an amazing service.
November 2018 via AskNicely

Wellthy has been enormously helpful in an otherwise stressful and uncertain time. It's such a relief to know there's someone on our side, helping with research, booking appointments, appealing medical claims, and generally providing informed, invaluable aid. It also gives me back countless hours of time, and intangibly, peace of mind.
October 2018 via AskNicely

Wellthy has really been such a huge relief to myself and my family it's hard to articulate.
March 2019 via AskNicely

@ATL_Cristi
A new benefit covering @WeAreWellthy services has truly changed our lives. Thank you @salesforce! My husband just made me double check if it was actually no cost to us because it's too good to be true 😃
24 Jul 2018 via Twitter

Every aspect of it was amazing. I was incredibly happy to have this benefit. Grace was also an excellent care coordinator: intelligent, organized, empathetic, kind... I couldn't have asked for a better person to help navigate me through some very difficult situations.
December 2018 via AskNicely

It is an awesome service. I can't say enough good things about Yeehui, she has made our difficult situation bearable.
November 2018 via AskNicely

This benefit has made a huge positive impact for me and my family. We are truly grateful!
March 2019 via AskNicely
Thank you!

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