

2019 Community Engagement Conference

Partnering for a Resilient and Sustainable Future



IGNITE

January 23 and 24, 2019

CaringWire – An Uncommon Approach to a Common Problem

- **Presenter: Michael Sentz** – MBA student, Ohio State Fisher College of Business



THE OHIO STATE UNIVERSITY



CaringWire

Presenter: Michael Sentz

An uncommon approach to a common problem

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1.23.19

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*



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



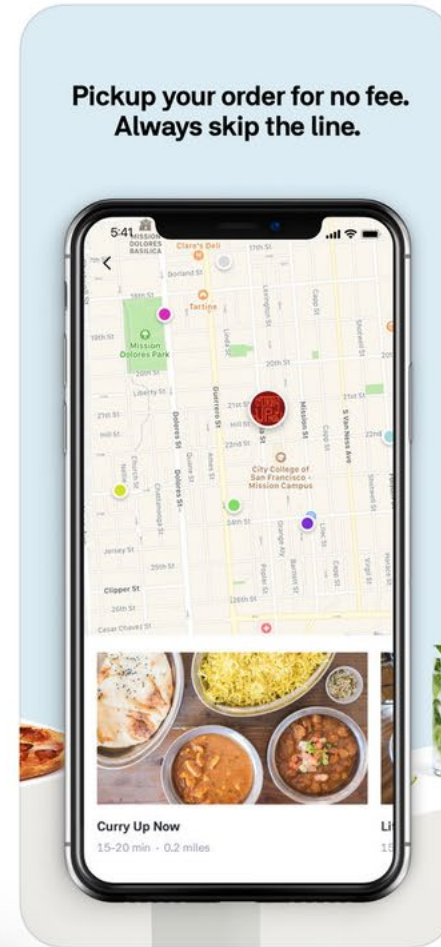
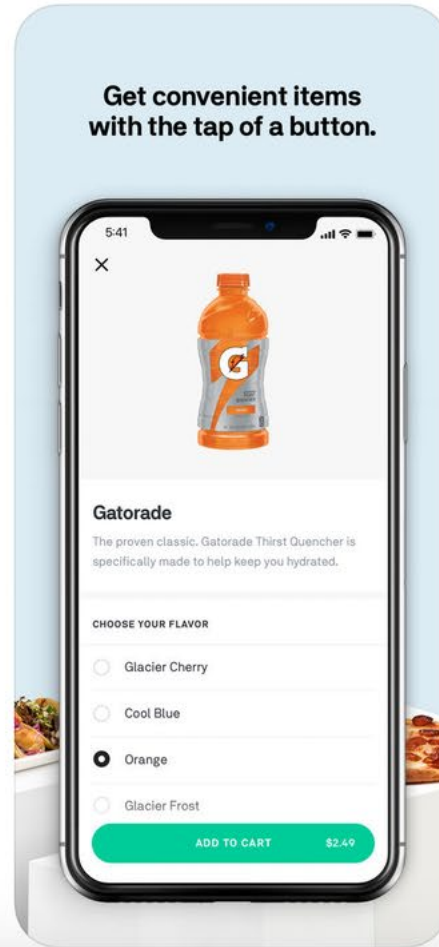
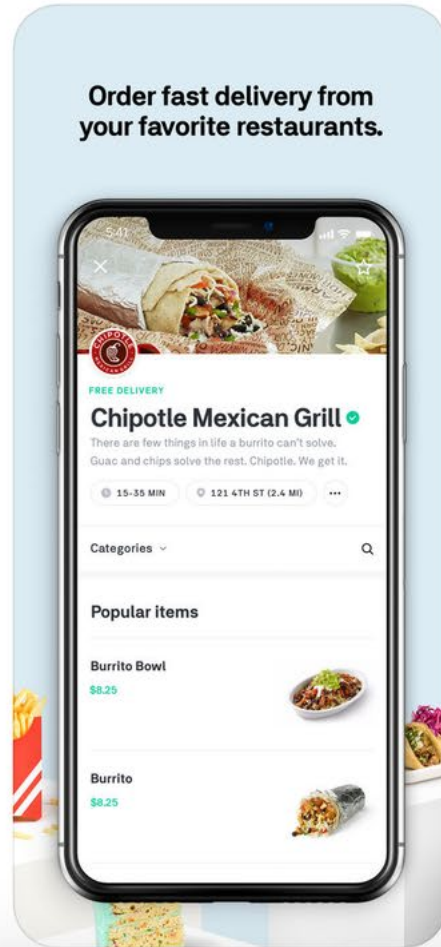
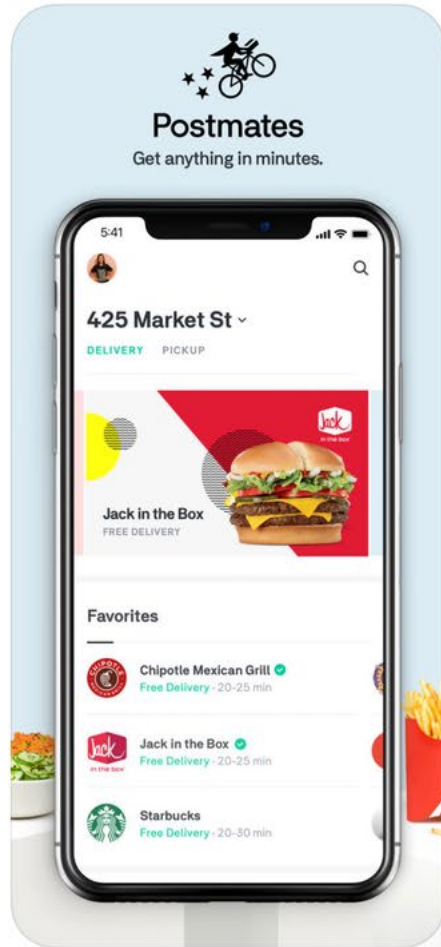


alzheimer's association®



Underutilized community infrastructure

We expect convenience from everything else



Why not caregiving?



Caregiving is expensive

\$800 Billion

Care expenditures in the US
~\$20,000 per caregiver
household per year



alzheimer's association®



High tech with a human touch

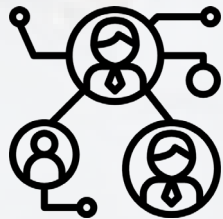
CaringWire solution



Easy-to-use tech platform



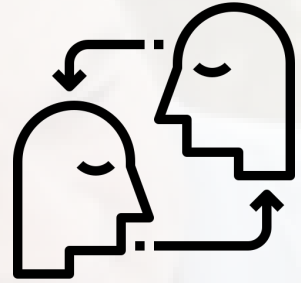
Assess individual needs



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



People are willing to pay for it



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



Looking for trusted guide to help navigate



Problem
Validated



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

Feature	CaringWire	Alz Association	Honor	A Place for Mom	Legacy.com	Gyst
Focus on Caregiver	✓	✗	✗	✓	✗	✗
Direct Emotional Connection	✓	✓	✓	✗	✗	✗
Custom Recommendations	✓	✗	✓	✗	✓	✓
Curated Content	✓	✗	✗	✓	✓	✓
Address Current and Future Needs	✓	✗	✗	✗	✗	✗
On-Call Support	✓	✓	✓	✓	✗	✗
Visual Communication	✓	✓	✗	✗	✗	✓



Ask: funding and partnerships



Funding to build platform and team



Pilot with healthcare networks,
employers & service providers





CaringWire

Caring for people who care

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