



INDEPENDA HEALTH HUB™
AN ECOSYSTEM OF HEALTHY OFFERINGS

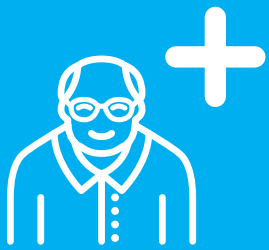
THE DIRECTOR'S GUIDE TO

Streamlined Senior Living Engagement Technology:



How to Improve Health Metrics,
Staff Efficiency, & Business Growth



✦ **50 million** 
People living alone who need some level of support to stay independent

✦ **50,000**
Homecare companies looking to address these needs

✦ **3 million** 
Number of beds in senior living communities



These stats speak to the overwhelming task of caring for older adults or the disabled who do not necessarily need 24-hour care but still require some level of support and engagement to function in a fast-paced and technology-driven society, whether they are living in dedicated senior communities, long-term care, or wish to age-in-place in their own homes.

The pandemic exposed what many in your field already struggled with—finding the

resources, staff, and proper platforms to combat these vulnerable older adults' isolation and health impacts. As we navigate the “Great Resignation” trend of workers reevaluating their jobs, those problems only intensify. This is especially true for home healthcare aides, where low wages (often due to low reimbursement rates) and stressful work have driven many to seek what are perceived to be better, easier jobs in warehousing, retail, hospitality, and elsewhere.

Social Engagement

- ONE PROBLEM, TOO MANY SOLUTIONS



The issue of adequately engaging and efficiently yet effectively assisting older adults isn't a lack of ideas or solutions; there are too many options from too many vendors. **Let's look at all of the resources that just one senior living community may employ to keep their residents connected to daily needs and interactions:**

- ✦ Social & activity calendars and planning
- ✦ In-person appointment scheduling
- ✦ Communication with family & friends
- ✦ Photo, Message, Audio Clip, and Video Clip sharing
- ✦ Video Chat
- ✦ Education and exercise sessions
- ✦ Routine check-ins
- ✦ Meal services
- ✦ Maintenance requests
- ✦ Medication alerts
- ✦ General and activity calendar reminders
- ✦ External Telemedicine options



These resources may be deployed through different systems from different providers. Each could require separate training for staff and residents, various licensing agreements, varied costs and billing cycles, and a wide range of options for support and upgrades. The burden of managing these systems fall on you and your staff. In the homecare setting, aides may not have access to many of these resources or the time to manage them in addition to their daily duties.

What if you could accomplish all that in one platform on a single device your residents probably use daily?

TV

THE PERFECT SINGLE PLATFORM FOR RESIDENT ENGAGEMENT

Most people have a television in their residence, whether in their home or a community. It's a staple device that even the most technologically challenged know how to use, are familiar with, and routinely watch. This makes the TV the perfect place to implement an all-in-one, cost-effective platform to deliver remote engagement, education, and care. Turning this commodity appliance into a bi-directional window to the world gives residents and operators a much better way to engage.



Social Engagement

Flexible ways to engage the person from a distance via messages, photos, video chat, audio messages, "life story" recordings, educational videos, relaxation videos, etc.



Operational Engagement Efficiencies

Integrate community calendars, menus, work order creation & updates, broadcast messages, surveys, and more.



Clinical Engagement

HIPAA Compliance, FDA Class 1, health device integrations, IoT devices integrations, activity sensor integrations, all with centralized thresholding, alerts, rules, and reporting.

Now, instead of multiple vendors and platforms that don't communicate with each other and offer wildly differing interfaces and usability, all of those services are provided in one simple-to-use, future-proof platform. Residents and older adults also take back some ownership of their care when they learn to use these tools in an intuitive and familiar format.

For home care clients or senior living residents that are a bit more tech-savvy, and for your staff, durable, workforce-enabled tablets can not only add an additional option for engagement and interaction, but streamline processes for overworked staff to respond to requests, update information, and be more efficient in their daily tasks. If they use a tablet already, it can do double-duty as an advanced engagement tool when visiting their clients.



Senior Engagement Technology

– WHAT'S IN IT FOR YOU?

If eliminating multiple conflicting services isn't enough of a benefit, consider the other ways turning resident TVs and tablets into an all-in-one engagement platform improves your business.

✦ Improve Metrics

Social Determinants of Health (SDOH) is now a key health metric. Offering more and improved ways for residents to stay engaged with their loved ones, the community, caregivers, and the wider world benefits their well-being and ongoing health. This is clinically proven!

✦ Staff Efficiency

If your workforce is depleted or overwhelmed, an all-in-one platform minimizes the number of touchpoints for updating information, delivering messages, and managing important data, especially if they have a tablet to access the platform on the go. Centralized, cloud-based platforms also allow families to check in on their loved one's daily routines and activities without tying up staff with individual inquiries. Home health aides, in particular, can benefit from tools that don't need to be accessed from a specific office or at home, are easy to understand and use, and reduce training time, complexities, and costs while improving adoption, satisfaction, and productivity—for example, being able to send a message to one client or check on their medication status while working with another.

✦ Business Growth

Enabling an advanced yet easy-to-use engagement platform is a strong selling point for your business, demonstrating a commitment to health, social wellness, and cutting-edge solutions for prospective residents and their families. It's one more key differentiator you can raise in today's hyper-competitive landscape.

“Offering more and improved ways for residents to stay engaged with their loved ones, the community, caregivers, and the wider world benefits their well-being and ongoing health.”



Choosing the Right “On the TV” Engagement Solution



While this kind of solution isn't new, not all engagement technology is the same, far from it. It's important to identify what your business and staff need and how convenient and accessible it will be for your clients.

The ideal solution is seamless in accessibility and connectivity to the resident's routine activities and TV viewing habits. It should “overlay” their existing TV software and programming rather than be something they have to switch to or check independently. For example, some solutions may offer a dedicated “channel” that won't have any interactivity, just a static playback. Residents lose interest in these

channels and hardly visit them. Others may offer an HDMI device or switcher that will require the resident to actively use, manually connect, or launch a separate app to reach reminders, respond to messages, or request assistance. That defeats the purpose of providing immediate information to older adults or anyone who needs help managing their daily routines.

If you are exploring such technology, ensure it will be as integrated and non-disruptive as possible. Reminding residents to access a device or app or switch to a channel is an unnecessary step that eliminates or minimizes other key benefits.



Award-Winning Remote Engagement, Education, & Care

Independa, Inc. is a recognized remote engagement, education, and care leader. Their award-winning PaaS (Platform as a Service) software leverages the TV and/or tablets to help people stay at their residence of choice longer, safer, and more comfortably, delaying or even eliminating the next episode of care. **Independa Enterprise** increases organizational effectiveness and efficiencies, allowing staff to do more with less through a wide range of integrated engagement applications and services. Markets served include PACE (Program for All-inclusive Care of the Elderly), Senior Living, Short Term Rehab, Home Care, and Hospitals, as well as Managed Care environments, such as Medicare Advantage, Population Health, and Remote Patient Monitoring – all through HIPAA compliant, fully integrated **Remote Social, Clinical and Operational Engagement platform**.

Independa's software comes embedded within the OS of most LG commercial & consumer TVs, where any channel, streaming service, or input can be interrupted to deliver important notifications – from video chat requests and med reminders to doctor's calls, calendar events, broadcast messages, and more. Newer LG TV models and Zebra tablets offer the Independa Health Hub® with lots of FREE benefits: simplified video chat; photo, text, video, and voice messaging; fun games; pharmacy Rx discount card; educational videos; and much more. Plus: 24/7 Telehealth services with access to doctors, dentists, and therapists; medical grade health and wellness videos; exercise videos; faith-based and spirituality videos; home lab tests; and much more, again all right on the large and comfortable TV screen!



For other TVs, the Independa AnyTV Companion® device Independa-enables any manufacturer's TV in the same way, which is ideal for home health without disrupting the residents' existing devices and knowledge base.



To learn more about Independa and to discuss your organization's particular needs – **independa.com**
sales@independa.com
800.815.7829

Testimonials from Independa Users and Their Loved Ones

“

“I love that Dad can get digital photos now. He didn’t want a Facebook account, so the only time he would see any photos was when we came over to visit, and we’d show him on our iPhone. Now he gets them himself on the TV all the time, and when people come to visit him, he proudly shows them his photo album on the TV.”

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“I’ve been using video chat, and it has opened up my world – my family who live close by still visit once a week, but now I get to see them every day. I also get to see the rest of the family who live interstate and can’t come to visit. I also video chat with old friends who I haven’t seen for years. It has made such a big difference to my life; I don’t feel isolated anymore. I highly recommend this to other people; it really does change your life.”

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“You don’t need to keep calling me now to remind me. My TV just told me to take my medication!”

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“I live in California, my 80-year-old dad lives in Texas, and my 21-year-old daughter lives in Colorado. My daughter spends all her time on social media using her smartphone, whereas my dad spends all his time watching TV; he doesn’t understand social media and doesn’t have a smartphone. Independa is great because not only does it bring us closer despite the geographical distance between us, it bridges the gap between the generations because it uses the technology they are most comfortable with.”



YOUR SENIOR ENGAGEMENT HARDWARE PARTNER

Independa is proud to partner with Zebra for your additional operational hardware needs. Zebra’s decades of mobile technology expertise and purpose-built devices are ideal for sending & receiving alerts, updating community calendars, accessing work orders, data capture, video conferencing, and much more.

ET40-HC TABLET

- Rugged and built to withstand drops and environmental conditions
- 10.1-inch bright touch display
- Dedicated emergency alert button
- Wi-Fi 6 & Bluetooth 5.1 connectivity

