

# Healthcare Tech

OUTLOOK

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Kian Saneii,  
Founder and CEO



HEALTHCARE  
REMOTE  
ENGAGEMENT

EDITION

CENTRALIZING  
REMOTE  
CARE

# Independenda, Inc.



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## Independa, Inc.



*Recognized as the Top Healthcare Remote Engagement Company in 2024,  
this company has made a significant impact in the marketplace*



INTEGRATING A WIDE ARRAY OF SERVICES, INDEPENDA ENABLES STAFF AND ORGANIZATIONS TO DO MORE WITH LESS, ALL THE WHILE IMPROVING THE QUALITY OF LIFE OF THEIR CARE RECIPIENTS

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## CENTRALIZING REMOTE CARE

By Alex D'souza

**H**ealthcare begins at home. For an older adult dealing with chronic conditions or post-operative recovery, their home or senior living community becomes the center of health management. With the home healthcare market expected to hit \$340.2 billion by 2027, home health organizations and senior living communities are exploring a multitude of remote patient engagement tools to help them deliver care holistically. It ultimately helps patients take charge of their health in a familiar and comfortable environment.

Independa, a remote healthcare engagement platform provider, meets this need with technological innovation.

Its easy to use proprietary platform, a downloadable app for use on any device, including smart TVs, acts as a holistic solution that addresses the diverse needs of care recipients and caregivers alike. It empowers users to actively participate in their health journey by helping them gain access to telehealth services, including virtual visits with doctors, dentists and therapists.

The platform also allows healthcare professionals to intervene at the right time with the right tools. In a world where more than 78 percent of healthcare-related costs stem from chronic condition management, Independa facilitates self-monitoring, provides real-time data to healthcare providers for early intervention, and ultimately

reduces overall healthcare costs by minimizing recidivism, emergency room visits, and long-term complications.

“We aim to make remote care a more convenient, effective and enjoyable experience for individuals and as well their professional and informal caregivers too,” says Kian Saneii, founder and CEO.

### The Four Pillars of Effective Remote Engagement

In the world of remote care, healthcare providers often experience the pain of dealing with siloed solutions, tailored to address specific chronic conditions like COPD, CHF or diabetes. Social determinant of health are addressed entirely separately, if at all. While these solutions may offer improvements, they tend to be expensive and complex, focusing on the particular condition rather than the patient’s complete health profile.

Independa’s approach is distinct—centering around a person-centric solution rather than a condition-centric one.

Four value pillars comprise the platform, the first being social engagement. Having conducted extensive research, the Independa team has been able to gauge the profound impact of social isolation. It’s clinically proven that social isolation leads to loneliness, depression, self-neglect, and ultimately, a recidivism into the healthcare system,



creating undue costs and complexities for patients and their families, as well as our entire healthcare system.

In addressing this, the team has taken into account a wide range of challenges that arise when factors such as restricted mobility, rural living, restricted funds, age, weather, or the absence of transportation, all limit connections with the outside world. When driving is no longer an option and maintaining a circle of friends becomes challenging, Independa counteracts these challenges by



bringing the world to individuals safely and conveniently, by way of services, information, social engagement and fun, and cost savings. Older adults can engage in activities like video chatting with their grandchildren, receiving video or audio clips or photos and messages from friends and family, enjoying fun games, all fostering an improved, connected quality of life, cheerful outlook and mitigating the risks associated with social isolation.

Organizational engagement stands as the second value pillar. Consolidating essential services into one easily accessible, fully integrated platform, Independa helps healthcare providers create staff and operational efficiencies. This is particularly impactful in environments like senior living communities, improving quality of life for residents. Virtual care delivery facilitates the same results in home care settings.

“Integrating a wide array of services, Independa enables staff and organizations to do more with less,

all the while improving the quality of life of their care recipients,” states Saneii.

Another Independa value pillar is clinical engagement, introducing a proactive approach to monitoring and safeguarding an individual's health and wellness. The platform incorporates real-time health tracking, allowing continuous observation and timely intervention, when something isn't quite right. For instance, having the right caregivers alerted with a gain of ten pounds in a week or when no weight readings are received for three days.

This health monitoring system operates on configurable thresholds and alerts, enabling early detection of potential issues and preventing the escalation of health concerns by ensuring timely intervention.



The final value pillar comes in the form of services engagement, completing Independa's holistic ecosystem by offering a diverse array of top-tier in-home services and benefits. Leveraging partnerships with industry leaders, such as LG, Sony and Zebra tablets, the platform helps individuals access world-class services, conveniently on familiar screens. In the case of TVs, this facilitates more convenient and effective interactions, especially in telehealth consultations.

Whether speaking with a doctor, dentist or engaging in family therapy, the large screen allows for a more nuanced communication that better enable doctors to observe movement, ask for demonstrations, and provide targeted treatments.

### **Transforming Healthcare Delivery in More Ways Than One**

Broadening the platform's capabilities is an integration with WebMD, providing consumers rich access to a wealth of health information. Comprising close to 800 videos spanning 16 categories, this comprehensive resource offers precise guidance on various topics, from pre-operation preparations to strategies for a swifter recovery. The curated content ensures reliable and tailored information, empowering individuals with the knowledge required for their health journey.

The platform raises the bar on convenience even more by offering in-home lab tests. Patients receive a kit at their

doorstep, self-administer the test, return it, and receive the results from their doctors through the platform.

Independa has also partnered with Lucid Hearing to offer a unique hearing assessment to the end user, including the world's first TV-based hearing assessment. This lets those with mild to moderate hearing loss purchase hearing aids directly through Lucid, with choices ranging from budget to premium. Those with severe hearing loss can access in-person services at Lucid Hearing clinics across the United States.

Further setting the platform apart is its range of supportive features, including therapeutic videos catering to diverse needs, from cancer patients to those suffering from chronic conditions, offering valuable information and support, and empowering them to take charge of their health.



**We prioritize privacy.  
We neither sell nor rent  
user data, ensuring a  
high integrity, secure  
and trustworthy user  
experience**

To curtail prescription costs for patients, Independa provides a pharmacy discount card in partnership with Capital RX, offering substantial discounts on pharmacy prescriptions.

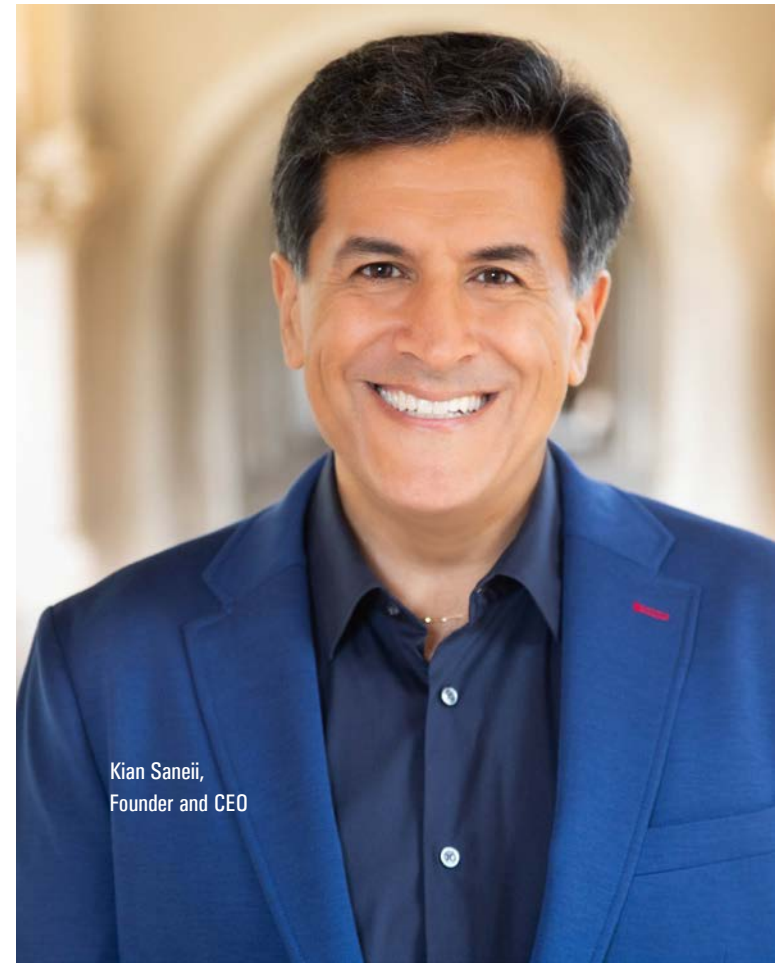
This highly curated ecosystem contributes to a patient's overall well-being while pushing the boundaries of healthcare delivery for all caregivers.

### **The Hallmark of Reliability**

Independa's innovative platform also stands out for its privacy and accessibility. The platform is HIPAA compliant and an FDA Class One system, catering to enterprise needs.

User experience is a key factor in Independa's solutions and services. By downloading the mobile app on iOS or Android, individuals can engage in video chats, share pictures, messages, audio and video clips — all for free.

“We also prioritize privacy. We neither sell nor rent user data, ensuring a secure and trustworthy user experience,”



Kian Saneii,  
Founder and CEO

says Saneii. “When we say ‘free’, it's really free!”

Looking ahead, the company's strategy revolves around continually enhancing the value offered within the Independa Health Hub. Along with its four integrated value pillars of remote patient engagement, the company is committed to introducing new features and services with an emphasis on both valuable proprietary offerings and powerful strategic partnerships, all of which act as additional strengthening of Independa's groundbreaking solutions and services.

Independa's strategic vision also extends to exploring opportunities in PACE programs, hospital-at-home initiatives, and addressing hospital readmission penalties. With its HIPAA compliance and holistic services, the company aims to redefine the cost curve and the management of member healthcare plans.

Backed by its cutting-edge platform, Independa is becoming a transformative force in the healthcare industry, setting new standards of healthcare accessibility and outcomes, and improving millions of lives along the way. **HT**