Carefolk

Redefining care through technology & community

www.carefolk.com

Outright National Winner
Best eHealth Solution

Outright National Winner
Best Primary Care Solution
Global Care Crisis: A perfect storm is approaching

‘We are facing a caregiving cliff’

Susan Reinhard,
US Public Policy Institute, AARP
Global shift in demographics causing unsustainable pressure on public health resources and supply.

- Health systems and care providers are unprepared, fragmented (siloed) and process inefficient.
- Current tools are complex, antiquated and ineffective and not built to integrate with the large family caregiver consumer market.

Resulting in:
- High OpEx spending
- Inefficient care management
- Cannot facilitate new models of care

Problem 1: Care providers are inefficient & unprepared to meet increase in demand
Problem 2

Family Caregivers are **struggling** as burden of care **falls increasingly** on them

- **7 Years**
  - Average length of care provision
  - National Alliance for Caregiving, US

- **55%**
  - Feel **isolated** and **unsupported**
  - National Alliance for Caregiving, US

- **75%**
  - Have received **no training**
  - Carers Trust, UK

- **48%**
  - Suffer from depression
  - National Alliance for Caregiving, US
Carefolk is an integrated care platform that breaks silos in care provision: removing inefficiencies, driving cost reduction, and enabling longer care in the home.

At the core of the platform is the ability to support & connect the growing global family caregiver population.
The platform contains different products that talk to each other.
The blurb: ‘injects seamless fluidity into the communication and coordination of care provision among professional and community care providers enabling preventive and personalised care’

Advanced Case Management
- Single care record
- Integrated care
- Smart Technology
- Automation

Business Process Redesign
- Multi-tenancy
- Smart Care Alerts & Reporting

Marketing & Recruitment
- Care Professional Portal
- Family Portal
- Work experience/training tracking
- Blogging/Social

Communications and Networking
- Professional Network
- Family Network
- Private/Group in-app messaging
- Updates & Social Feeds
The blurb: ‘A private hub & digital toolbox to reduce the time and stress in care provision, and access to Carefolk Community where you can connect with other Caregivers for peer-to-peer support or follow support orgs for information and updates’

Private Care Hub
Profile Based
Care Planning
Central Health Record
Meds Management & Notifications
Simple to use

Carefolk Community
Community Network & Feed
Connect with other Family Carers
Peer to Peer support
Follow Support Organisations for updates

Integrated Care
Integrates with Professional Domain
Integrates with Community Services Domain

Updates & Alerts
Care updates capture & share
Memories capture & share
Appointments, Visits, Meds Alerts
Private/Group Chat
The blurb: ‘Information, support, and community at your fingertips’

Every Carefolk user has access to Carefolk Community

Connect with others
By illness, place, or name
Peer to Peer Support

Follow companies or support organisations
Company/Support Organisations can create a page
News & Updates
Educational Information
Recruitment News (for Care Professionals)

Make ‘Care Connections’
By illness, place, or name
Peer to Peer Support

Content creation and sharing
News, Tips, Blogs, Images
Community Feed
Post updates to connections
Receive updates from connections
### Some special stuff about Carefolk

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<tr>
<th>Built for adoption</th>
<th>First class design: UI/UX, Onboarding</th>
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<td>Inherently viral product design</td>
<td>Enables very strong network effects, relationships, user trust</td>
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<tr>
<th>Dedicated social network for care community ‘Carefolk Community’</th>
<th>Connect with others based on illness, geography, name</th>
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<td>Community &amp; Support Organization Pages</td>
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<th>Multi-tenancy architecture on web and mobile</th>
<th>A user can have one profile but belong to one or many teams (like Slack)</th>
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<td>Already load-tested to millions of users</td>
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<td>Full set of API’s, Interoperable with 3rd party platforms</td>
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<th>Multi domain network for professionals &amp; families</th>
<th>Inherent value in network as we grow the user base</th>
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<td>Enables growth strategy focused on ‘engagement’ (and not spend) around user clusters/sub clusters as primary driver of quality growth</td>
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For a visual on this [Take a look here](#)
The HSE's Waterford Integrated Care Team have saved 1000 hospital bed days in the last 3 months. Carefolk has really helped us push on with this project.'

Dr. John Cooke
Consultant Geriatrician &
HSE Waterford Integrated Care Team Lead

‘Carefolk has been instrumental in moving our team towards a paperless case management system. In my estimation as a clinician, Carefolk reduces my admin time by up to 50%’

‘Cross-site usage of the Carefolk platform will provide the electronic link for information sharing that community clinicians have been deprived of’

Sarah Fitzgibbon
Senior Physiotherapist
HSE Cork Integrated Care Team Lead

‘The HSE’s Waterford Integrated Care Team have saved 1000 hospital bed days in the last 3 months. Carefolk has really helped us push on with this project’
Person Centred Care

Case Management, High Risk Patient Caseload Management

Coordination (Team, On, Off site): Visibility, Communication, Moral
- Ease of use (important during a time of systemic change).
- Align team and resources within one platform around one shared record.
- Fluidity to care pathway planning and execution

Shared Care Plans
(Efficiency, Paperless, Avoiding Repeat Assessments)

Visibility over Care Network

National ‘Hubs’ Network
Community & Family Integration

Family & Patient Empowerment

Reporting, Resource and Population Planning
- We integrate MS Power BI.
  Dashboards, Custom Reps, Powerful Insights

Ability to integrate with 3rd party systems.
Thank you

Reach out: owen@carefolk.com