

BRIDGING THE
◀ **DIGITAL
DIVIDE**

TELEHEALTH

for At-Risk Seniors

Improving access, outcomes,
and well-being for the most
vulnerable patients during
COVID-19 and beyond.

 **GrandPad**[®]
Simply Connected



Digital health technologies are a new life-and-death requirement because they support both clinical care management and overall well-being. This is critical, particularly in this time of physical distancing for our most vulnerable patients.

Dr. Kerry Burnight
GrandPad Chief Gerontologist

KEY POINTS

- ▶ Our society is aging and that trend is expected to continue. Unfortunately, at the same time, the pool of caregivers is shrinking.
- ▶ Seniors, particularly those over 75, struggle with technology that was not designed for them.
- ▶ Due to COVID-19, healthcare providers are increasingly relying on telehealth to deliver care, but they face significant challenges getting elderly patients to consistently use traditional telehealth solutions.
- ▶ People over 70 account for 63% of Medicare spending.
- ▶ Changes to Medicare Advantage plans and reimbursement for traditional Medicare are making telehealth and remote monitoring more appealing and accessible for in-home health care, long-term care, and assisted living facilities.

Takeaways for CARE PROVIDERS

- ▶ Traditional telehealth technologies and mobile devices pose many challenges for older patients, and that can impact engagement and outcomes for caregivers.
- ▶ GrandPad operationalizes trust and increases long-term engagement by giving older patients and their families confidence that every time the GrandPad chimes, it is someone who loves or cares for them. This increases utilization and can improve outcomes.
- ▶ GrandPad, the first purpose-built tablet for people over the age of 75, supports clinical practices, promotes adherence to treatment regimens, and facilitates communication between caregivers, patients, and families.
- ▶ To realize success with telehealth platforms and connected devices for geriatric patients, healthcare organizations must address connectivity challenges, accessibility and usability, and provide personalized service for patients and families.

Digital health technologies provide support not only for care related to acute and chronic medical conditions but also for disease prevention and lifestyle choices.

Our society is aging and, while this trend is expected to continue in the coming years, the pool of caregivers is also expected to shrink. The reality is that spouses and adult children provide most of the care that allows seniors to live independently. However, fewer marriages, increases in divorce, and decreased fertility mean that more Baby Boomers will reach age 65 without a spouse or adult child to care for them as they age.¹ According to the Centers for Medicare & Medicaid Services, approximately 8.3 million Americans received home care in 2016, which represents a dramatic increase over the 1.64 million who received services in 1995 (National Association for Home Care and Hospice, 2008).²

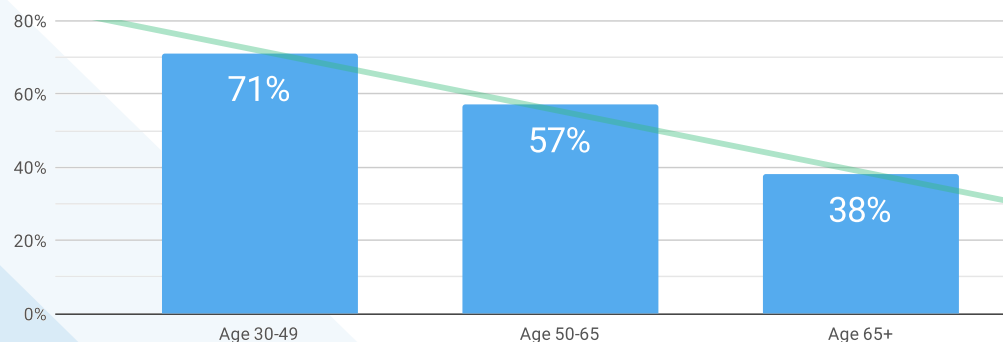
This calls for greater utilization of technology that supports telehealth and remote care. Both professional and familial caregivers use a wide variety of technologies to manage the health of older adults and to coordinate care delivery and health management.² In a 2016 study, caregivers said using technology allowed them to spend less time on certain caregiving tasks and to simplify others; helped them focus their caregiving energy and time; decreased anxiety and fear; and gave older adults more independence, while keeping them safe.³

Seniors and the Digital Divide

As the demand and opportunity for the integration of telehealth and connected technologies for seniors is increasing, the fact remains that older adults face many hurdles when it comes to using traditional mobile devices and clinically derived technologies. According to a recent poll by the Kaiser Family Foundation, while nearly seven-in-10 adults 65 and older (68%) say they have a computer, smartphone or tablet with internet access at home (compared to virtually all adults ages 30-49 and 85% of adults ages 50-64), only 11% of people ages 65 and older say they have used a device to talk by video to a doctor or health care provider in the past two weeks.

Even more telling is the fact that the percentage of people who used an internet-connected device to talk by video with family and friends in the past two weeks, drops from 71% for people ages 30-49 to 57% for people ages 50-64 and 38% for people ages 65 and older.⁴

FIGURE 1: Comfort Level Using Technology Declines with Age



¹ www.prb.org/eight-demographic-trends-transforming-americas-older-population/

² www.cdc.gov/nchs/data/series/sr_03/sr03_43-508.pdf

³ pubmed.ncbi.nlm.nih.gov/26371519/

⁴ www.kff.org/womens-health-policy/issue-brief/opportunities-and-barriers-for-telemedicine-in-the-u-s-during-the-covid-19-emergency-and-beyond/

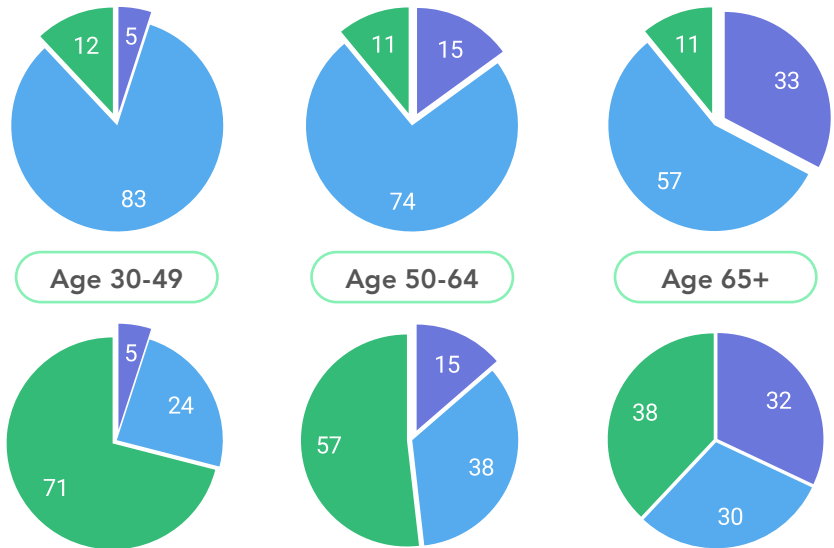
FIGURE 2: While most adults have a device with internet access at home, only a small share use it to talk by video to a healthcare provider.

In the past 2 weeks...

... have you used a smartphone, tablet or computer to talk by video to a **doctor or healthcare provider**?

● Yes ● No ● Don't Have

In the past 2 weeks have you used a smartphone, tablet or computer to talk by video to **friends or family**?



Source: KFF Health Tracking Poll, Conducted March 25-30, 2020

An independent study by GrandPad, creator of the first purpose-built tablet for people over the age of 75, found that despite growing utilization of mobile devices among all age groups, the “digital divide” for older adults is very real and impacts their ability to use technology to interact with family, friends, and the outside world. The study consisted of in-person interviews with more than 50 adults in six different states who ranged in age from 75-98. The interviews revealed a gap between what seniors say they have access to or how they use technology and what the reality is.

For example, broader consumer studies show that 87% of people over the age of 65 have internet access, while the GrandPad study revealed that only 58% of older adults actually have WiFi or internet access in their homes.

FIGURE 3: Comfort Level Using Technology Declines with Age

Questions Asked	Traditional Studies Adults age 65+ Income > \$75K n=193	When Studied In Real Life Adults age 75+ Income > \$75K n=56
Do you use _____?		
Smartphone	81%	53%
Wifi (Internet access)	87%	58%
Tablet or Computer	62%	46%
Email	55%	51%
Photo Sharing	—	18%
Video Calling	—	5%
Digital Music	—	7%



95%
miss incoming
video calls



82%
can't view
shared photos

In addition, when it comes to their ability to use mobile devices to complete common tasks, like making a video call, listening to music online, or accessing photos, people over the age of 75 are missing out when using traditional consumer devices. In fact, 95% of those surveyed said they miss out on video calls because they are unable to accept the call quickly enough and 82% can't view photos that family members send to them. Overall, 86% of seniors say they feel frustrated when using technology.

The GrandPad survey also revealed that, among adults over age 75:

- 95% miss out on video calls
- 93% can't access digital music
- 82% won't see family photos
- 86% are frustrated with technology
- Nearly 50% don't have Internet, email, a computer, or a smartphone

Source: GrandPad 2019 In Real Life Survey

COVID-19 expedited the need to bridge the digital divide

When the novel coronavirus, COVID-19, hit in early 2020, it disrupted healthcare — and life — for people around the world. It became clear early on that older adults were most at risk for contracting and dying from the virus. As the disease spread quickly and fiercely through nursing homes and then to broader communities, government entities and health agencies called for lockdown periods that left already-vulnerable seniors isolated, without any way for family and professional caregivers to tend to their needs. This created an urgent need for telehealth and virtual care services among healthcare providers and familial caregivers.

Highlights of a Changing Regulatory Landscape

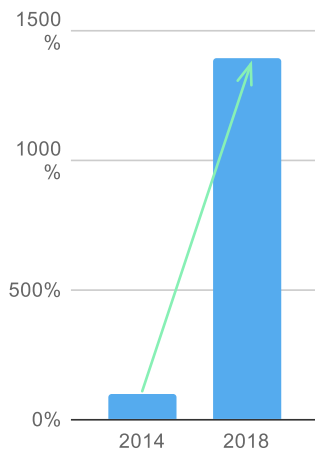
In recent years, CMS has begun easing regulations around the use of telehealth and virtual care services and expanding reimbursement. This creates opportunities for healthcare organizations to expand their clinical care footprint, while making it easier for family caregivers to afford the valuable services. Here is a sampling of what Medicare Advantage plans may now provide:

- ▶ Telehealth services provided via a telephone or web connection to the patient's primary care physician.
- ▶ Use of cellphones that have video capability for telehealth services.
- ▶ Telehealth in a variety of care settings, including homes and across state lines.
- ▶ Virtual visits by clinical social workers, clinical psychologists, physical therapists, occupational therapists, and speech language pathologists.⁵
- ▶ Waived or reduced cost-sharing for COVID-19 services, including telehealth benefits.
- ▶ Eliminate authorization requirements that would otherwise be required for COVID-related tests and services.
- ▶ Use of smartphones or tablets as a supplemental benefit to aid telehealth.

While the pandemic may have served as a tipping point for telehealth and remote care technologies, telemedicine had already been gaining traction not only as a viable alternative to in-person care, but also as a significant opportunity to improve access to care, to lower costs, and to improve adherence with care plans.

⁵www.cms.gov/index.php/newsroom/fact-sheets/medicare-telemedicine-health-care-provider-fact-sheet

**FIGURE 4: 2014-2018
Non-hospital-based
provider-to-patient
telehealth growth**



Social isolation and loneliness are linked to a variety of physical and mental conditions, including heart disease, obesity, anxiety, depression, cognitive decline, and even death.¹⁰

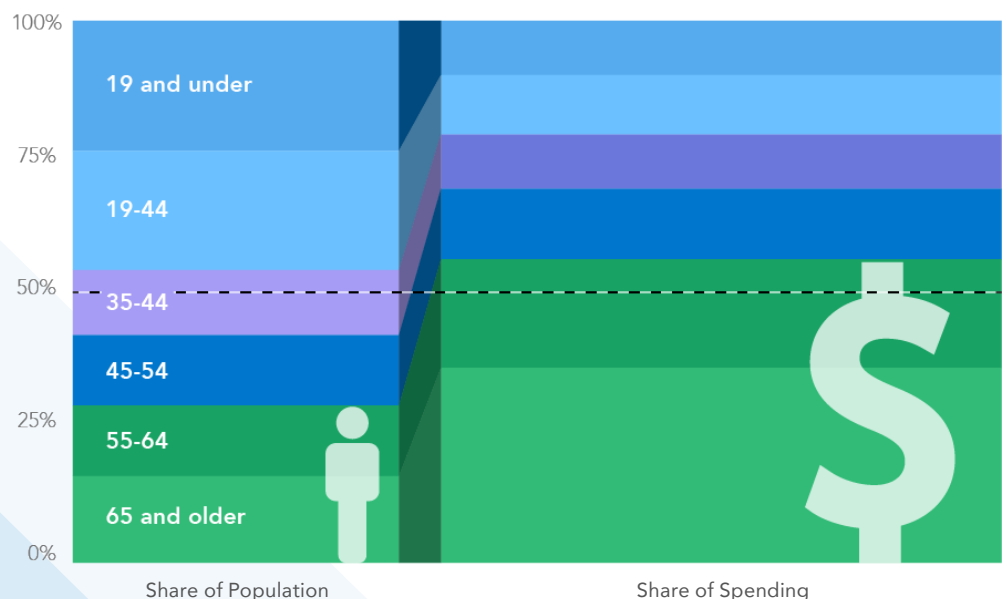
For example, state and federal legislation and regulations have increasingly broadened access to telehealth. In fact, from 2014 to 2018, the use of non-hospital-based provider-to-patient telehealth grew 1,393%. Meanwhile, from 2015 to 2018, physician adoption of telehealth increased 340%⁶, and as of 2019, 51% of internal medicine physicians and subspecialists who are members of the American College of Physicians said they work in a practice that has implemented at least one of five telehealth services.⁷ And at a higher level, utilization of telehealth grew nationwide by 53% from 2016 to 2017 — more than any other point of service, including urgent care centers, retail clinics, ambulatory surgery centers, or ERs.⁸

A Battle On Two Fronts: COVID-19 and Isolation

COVID-19 drove home the significance of yet another issue: isolation and loneliness. The extended separation of older adults from their caregivers increased the healthcare community’s interest in, and need for, telehealth. While virtual appointments were “nice to have” prior to 2020, the ability to provide care from a distance became a necessity as the pandemic made it increasingly difficult — if not impossible — to deliver in-person care and to monitor health status for older adults who were quarantined in their homes or care facilities.⁹

However, significant challenges face healthcare payers and providers hoping to engage their elderly patients via telehealth. Seniors, particularly those over 75, are the least technologically proficient of any demographic. They are also the highest users of healthcare services. Consider the facts that people over 70 account for 63% of Medicare spending and people over 80, while making up 24% of the Medicare population, account for 33% of Medicare spending. In addition, people over the age of 55 account for more than half of all healthcare spending.

**FIGURE 5
People age 55 and over account for over half of total health spending**
Share of total health spending by age group, 2016



⁶ www.healthcarefinancenews.com/news/use-non-hospital-based-provider-patient-telehealth-grew-nearly-1400

⁷ www.acponline.org/acp-newsroom/acp-releases-survey-results-about-telehealth-technology-availability-and-use-among-internists

⁸ www.usnews.com/news/healthiest-communities/articles/2019-04-02/telehealth-continues-growth-as-a-versatile-venue-of-care

⁹ khn.org/news/as-coronavirus-surges-programs-struggle-to-reach-vulnerable-seniors-living-at-home/

¹⁰ www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks

GrandPad Delivers: Telehealth for Care Providers

GrandPad Key Differentiators

- ▶ 7x24x365 built-in tech support
- ▶ Video calls can be recorded for compliance and audit purposes
- ▶ Video with real-time texting and captioning
- ▶ Hardware, software, 4G LTE data, senior-friendly packaging — all included
- ▶ Auto-answer for cognitively impaired
- ▶ Specially designed tablet with senior-friendly touch screen and front-facing speakers
- ▶ Senior-friendly wireless charging

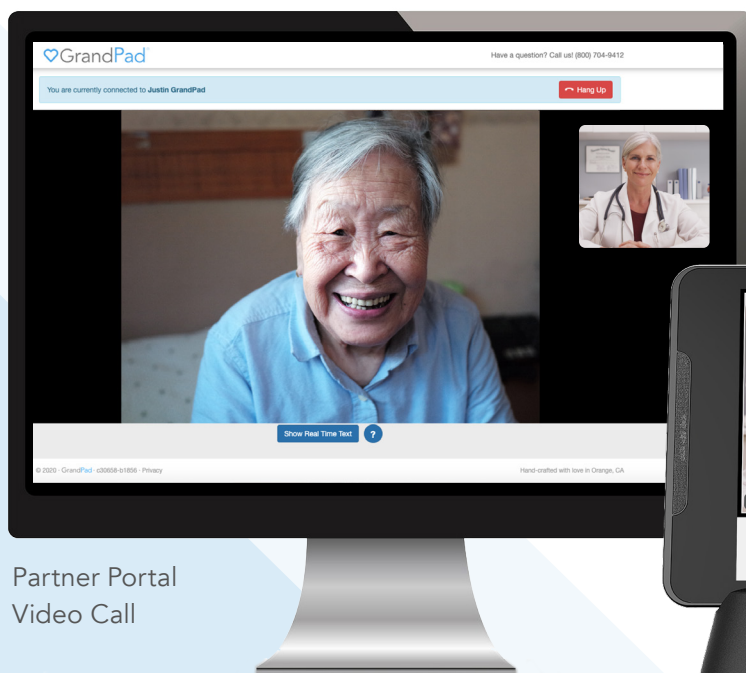
The future of healthcare is value-based care. Traditional fee-for-service care models that reward clinicians for performing more procedures and running more tests are fading, and are being replaced by models that reward for outcomes delivered within a predetermined cost. It's about quality, not quantity. Value-based care relies on caregivers' ability to create wellness and prevent illness for their patients — that includes empowering them to live full and meaningful lives.

This new focus on prevention and well-being also means that keeping seniors healthy is not just about the doctors, it's about family, friends, and creating connections.

For providers, it doesn't matter how great your telehealth program and platform are — if you can't reach and engage seniors, you can't provide your most vulnerable and expensive patients the healthcare they need. Familial caregivers are essential to these connections and to maintaining care management that influences outcomes related to health and well-being. For healthcare organizations, keeping family members informed and engaged about care plans and health status is an essential element of the services they provide.

By integrating mobile devices and connected technologies into their operations, healthcare providers can perform well under new payment models while:

- Improving access to care via remote video calls with care providers;
- Harnessing data from connected devices and remote monitoring to influence clinical best practices; and
- Ensuring that patients never miss an appointment, even when they can't get to their clinic or doctor's office.



Partner Portal
Video Call

GrandPad Consistently Delivers High Member Engagement



GrandPad Answers the Call for Caregivers

GrandPad has a unique ability to connect with seniors and engage them across the care continuum. Healthcare organizations are increasingly faced with the challenge of engaging older adults in virtual care. GrandPad helps answer this challenge by operationalizing trust.

UCSF tests the feasibility of GrandPad to facilitate telemedicine visits and finds:

- ▶ **100%** of providers report that it's easy to use and efficient
- ▶ **83%** of providers say the platform is easier than others
- ▶ **83%** of patients feel more connected to their providers

This philosophy distinguishes GrandPad from other remote monitoring companies or connected devices, which are designed from a clinical point of view. They focus on technologies and interfaces intended for physicians and clinicians — not their elderly patients.

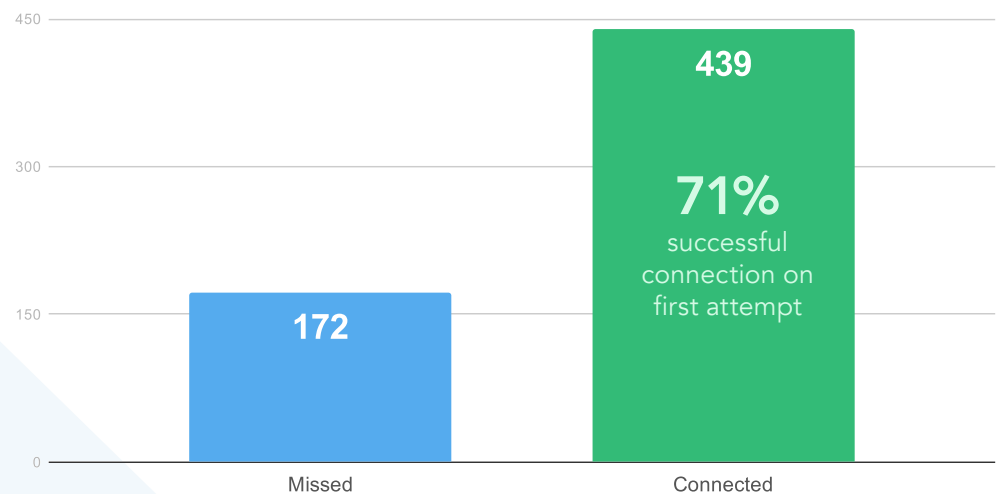
Unfortunately, when seniors try to use these interfaces, they struggle with small buttons, complicated techniques, confusing prompts, and a fear of the unknown. For example, as clinicians attempt to connect with older patients through their organization's traditional phone network, the number that shows up on the caller ID for the senior patient may appear different every time. Because the senior doesn't recognize the number, they are less likely to answer the call. The secure network and "circle of trust" that GrandPad delivers ensures that every time the GrandPad tablet rings, the patient knows it's someone who either loves them or cares for them.

By operationalizing trust in this way, GrandPad is able to engage seniors consistently over a longer period of time and in a variety of activities that keep older adults connected and that support cognitive and emotional health.

Medicare Advantage Provider Engagement

In one week, 71% of clinician-initiated video calls to GrandPads were answered on first attempt.

FIGURE 6: 5/4/2020 – 5/10/2020 Incoming Calls to GrandPad



Because GrandPad is the primary device connecting seniors to care teams, there is greater engagement with video visits, while on-demand features like brain games, family photos, and music drive sustained senior engagement. In addition, the ergonomic design of GrandPad is specific to the physical needs of older adults and people who experience chronic illness or physical disabilities.



Built-in Features for Accessibility of Older Adults

- ▶ Touch screen sensitivity
- ▶ Front-facing extra loud high-quality speakers
- ▶ Wireless charging
- ▶ Power sensing auto-on
- ▶ Power sensing onboarding from live Member Experience agent
- ▶ Built-in technical support
- ▶ Built in 4G LTE data and cloud based data storage – safe, secure, and data is always backed up

Why Healthcare Providers Choose GrandPad

GrandPad is more than a tablet or device. It's a full-service telehealth solution that supports evolving approaches to care delivery for older adults. More specifically, GrandPad delivers:

- Customizable platform allows organizations to control how clinical teams and patients use the device, ensuring primary care goals are achieved.
- GrandPad Partner Portal gives you full control of end-user devices and easily integrates with your company's current processes.
- Actionable health and well-being data, such as social interactions conducted via the GrandPad, games played, and data from connected devices.
- 'Round-the-clock, white glove support for clinicians, patients, and families — any time, any day — to ensure a seamless user experience and onboarding for your staff. This unique level of service also includes a regular check-in with GrandPad users to ensure their well-being is on track.
- Built-in 4G LTE data network means patients will never miss a call, even if they don't have internet at home or if bandwidth is limited.
- Closed network for greater security (no one outside the "trusted circle" can contact a GrandPad user).
- Ability to make video and voice calls, including family care conferences.
- Secure internet browsing.
- A growing connected device ecosystem that supports remote monitoring of well-being indicators.
- Ability to lease a fleet of GrandPads that can be deployed for use by care team with patients.

For more information, contact GrandPad.

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GrandPad is on a mission to improve the lives of millions of seniors by reconnecting them with their family, friends, and caregivers. Contact us today to see how we're helping healthcare providers remove technology barriers, improve communication between seniors and caregivers, and implement an effective telehealth strategy.