

## What We Learned

Managing care at home has great emotional and quantifiable economic burden.

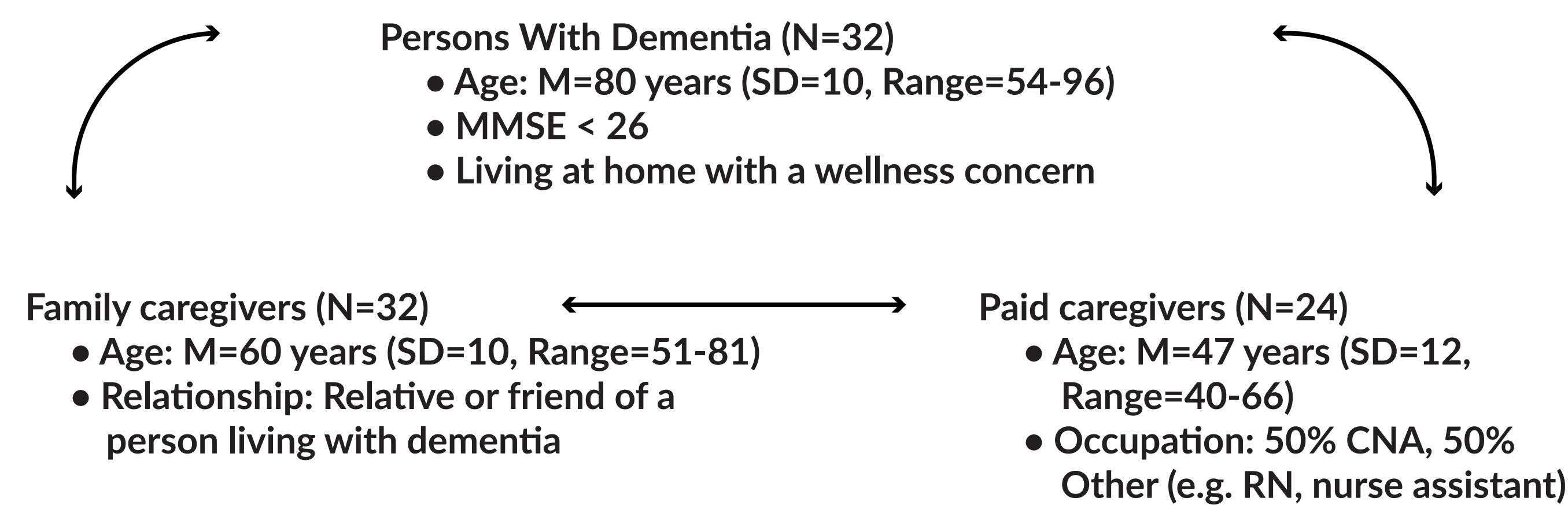
The SimpleC behavioral health platform successfully delivered digital therapeutics at home. Such interventions reduced care team strain, family economic burden, and symptoms of depression and improved important medical outcomes, thus addressing the major challenges faced by caregivers at home.

The functioning relationships of the SimpleC care triads improved sharply over a 3-month period.

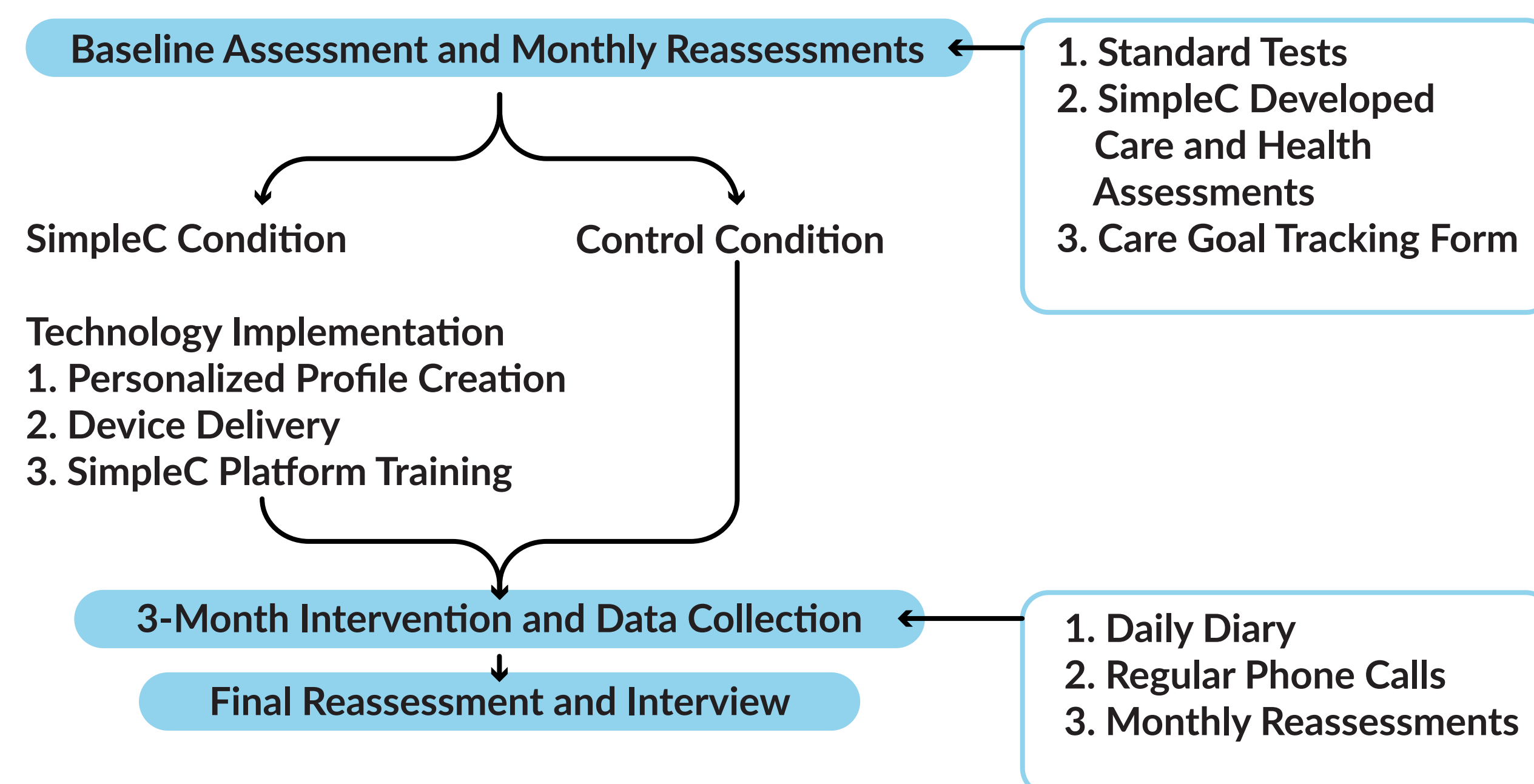
## Introduction: Industry Approach

- This study brought together industry leaders and academic experts to extend previous research to include the paid care provider and assess the economic impact of care on the provider and consumer.
- Previous research on caregiving for persons living with dementia (PWD) has focused on the care dyad (PWD and family caregiver) and clinical outcomes.
- The present study is a randomized controlled trial that aimed to identify and quantify the care-related challenges and great economic burden faced by a care triad that includes the PWD, their family caregiver, and paid caregivers.
- The study further explores how behavioral technology can address the care-related challenges using digital therapeutics developed and presented by SimpleC.

## Participants



## Methodology

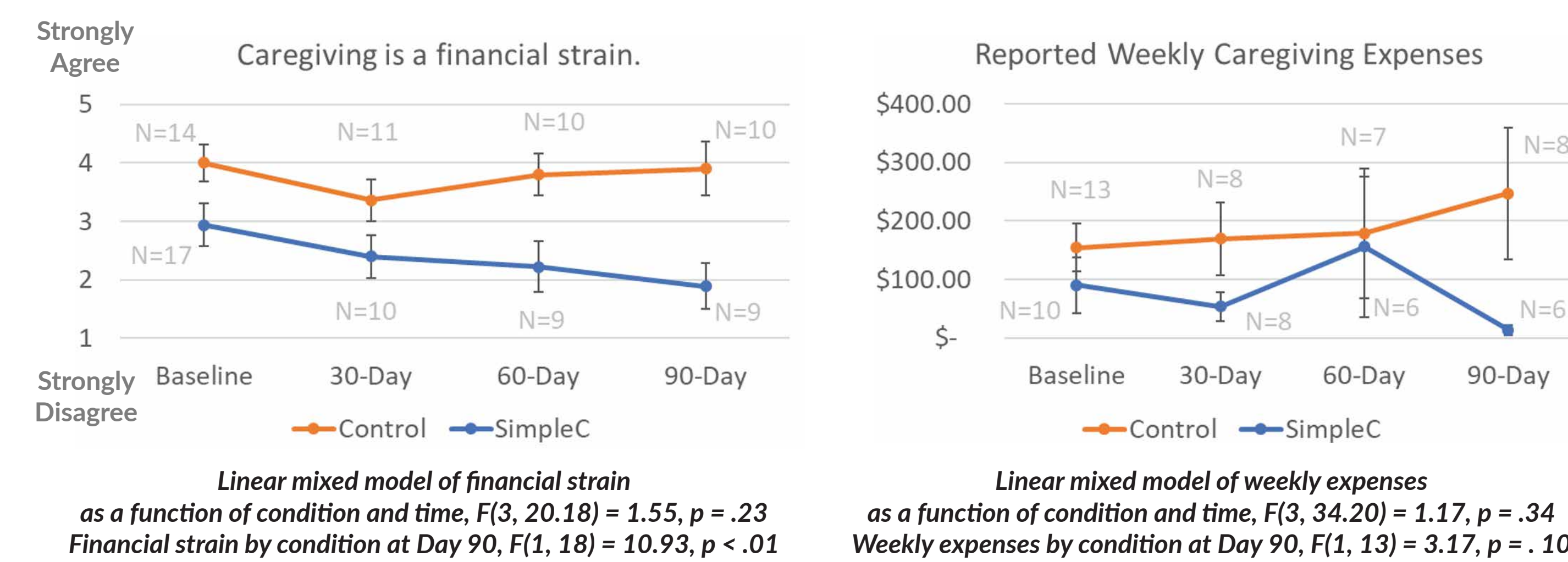


## Contact Us

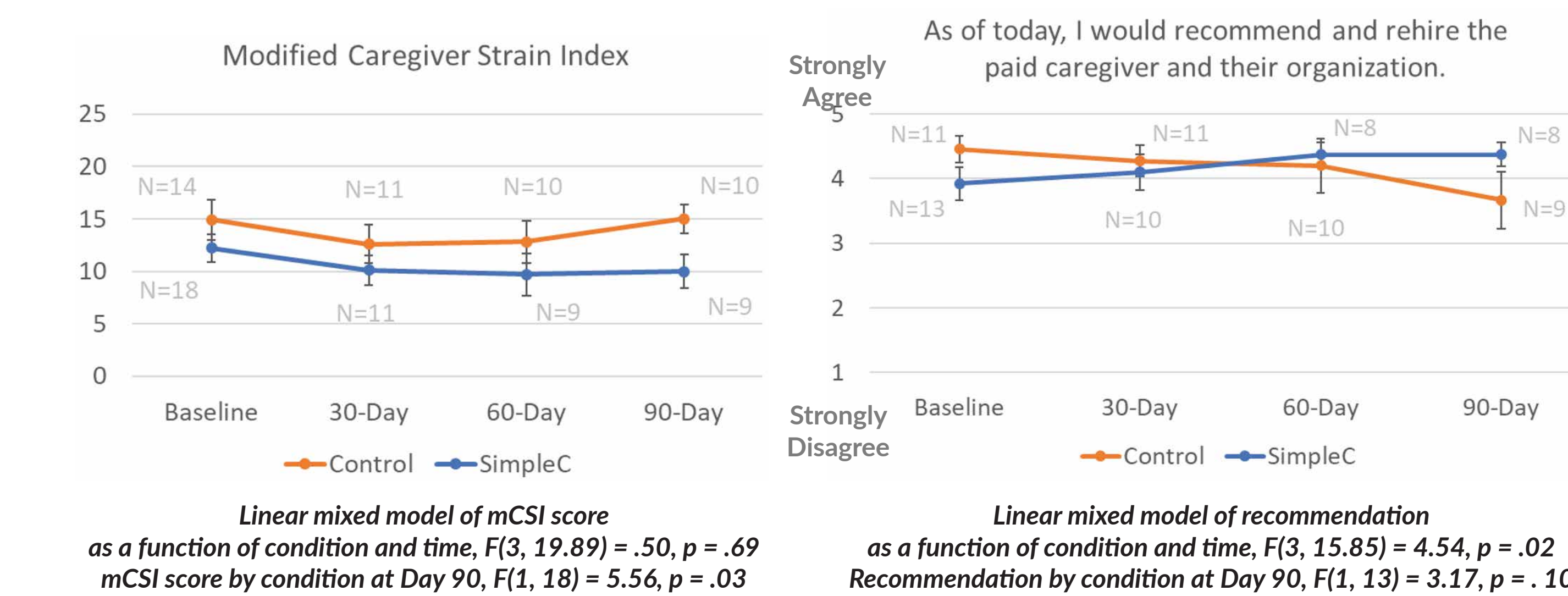
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## Results

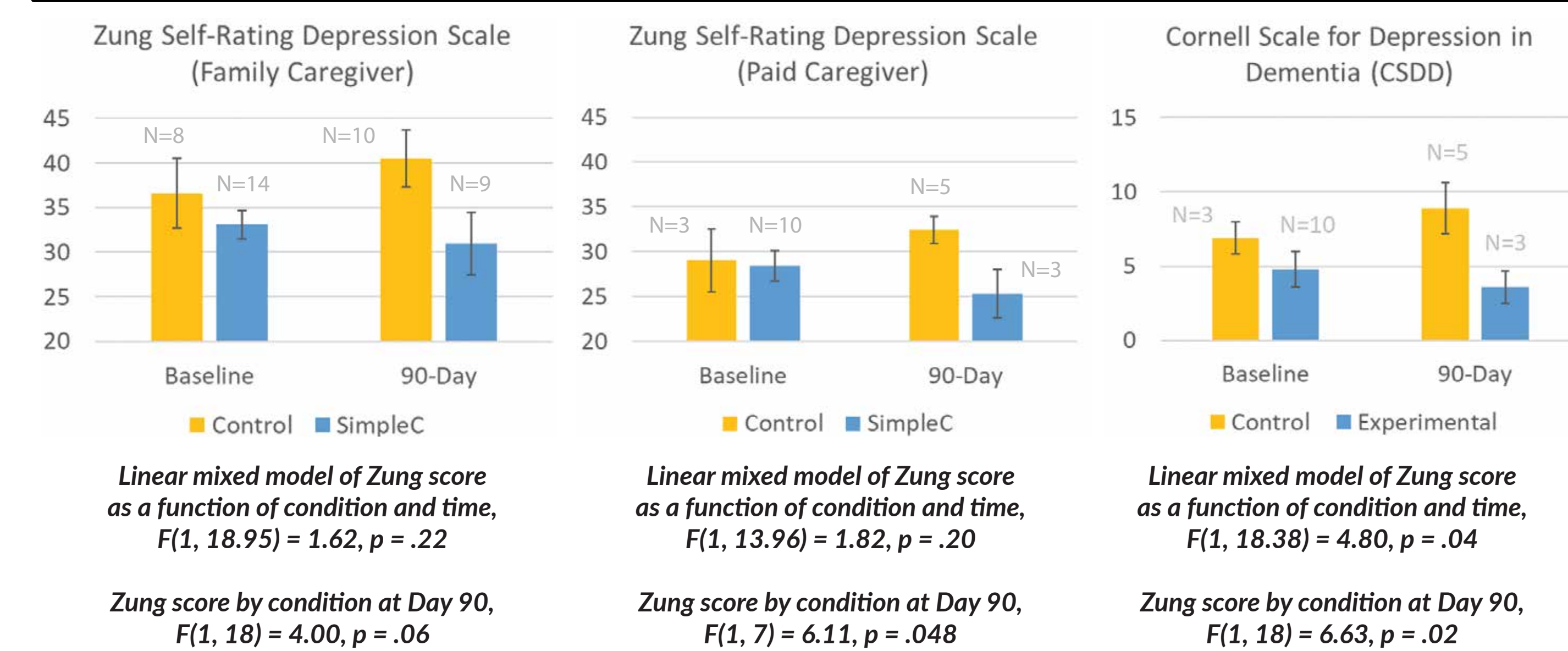
### The Economic Impact of Providing Care on Family Caregivers



### Technology helps alleviate caregiver strain, as well as improve the relationship with paid caregivers.

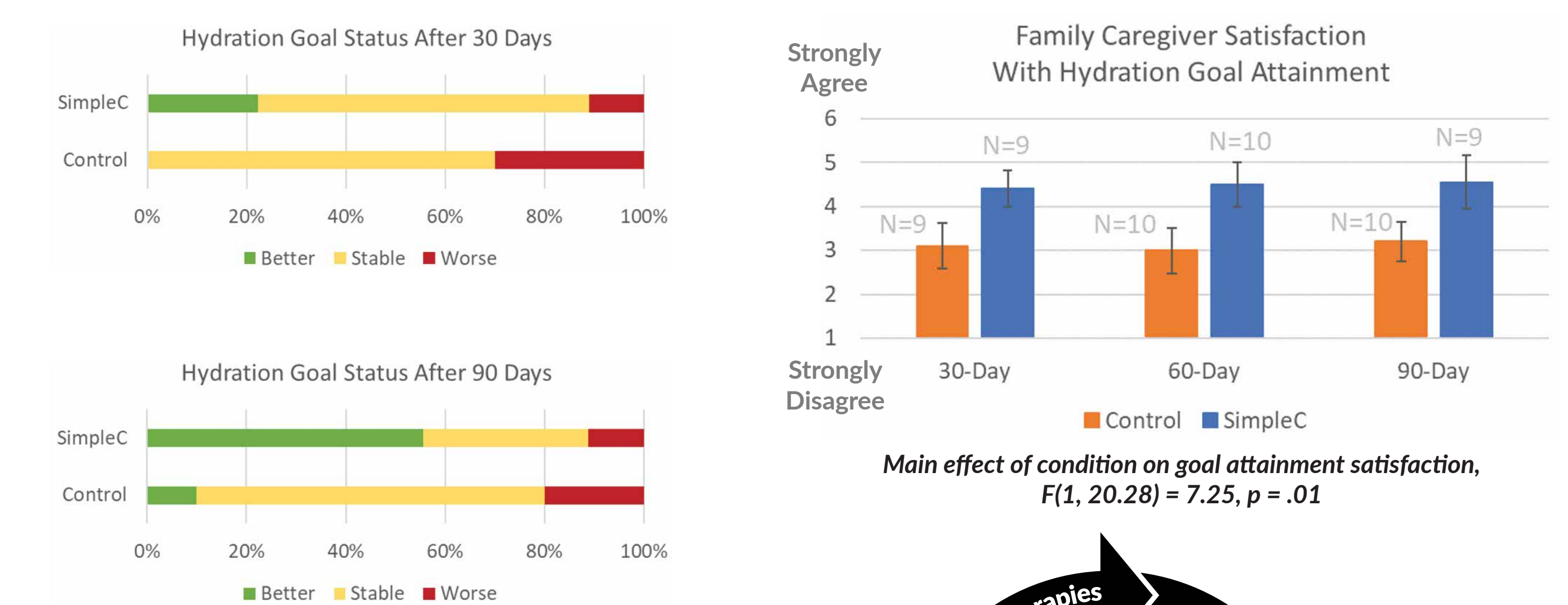


### Digital therapeutics decrease signs and symptoms of depression in all members of the care triad.



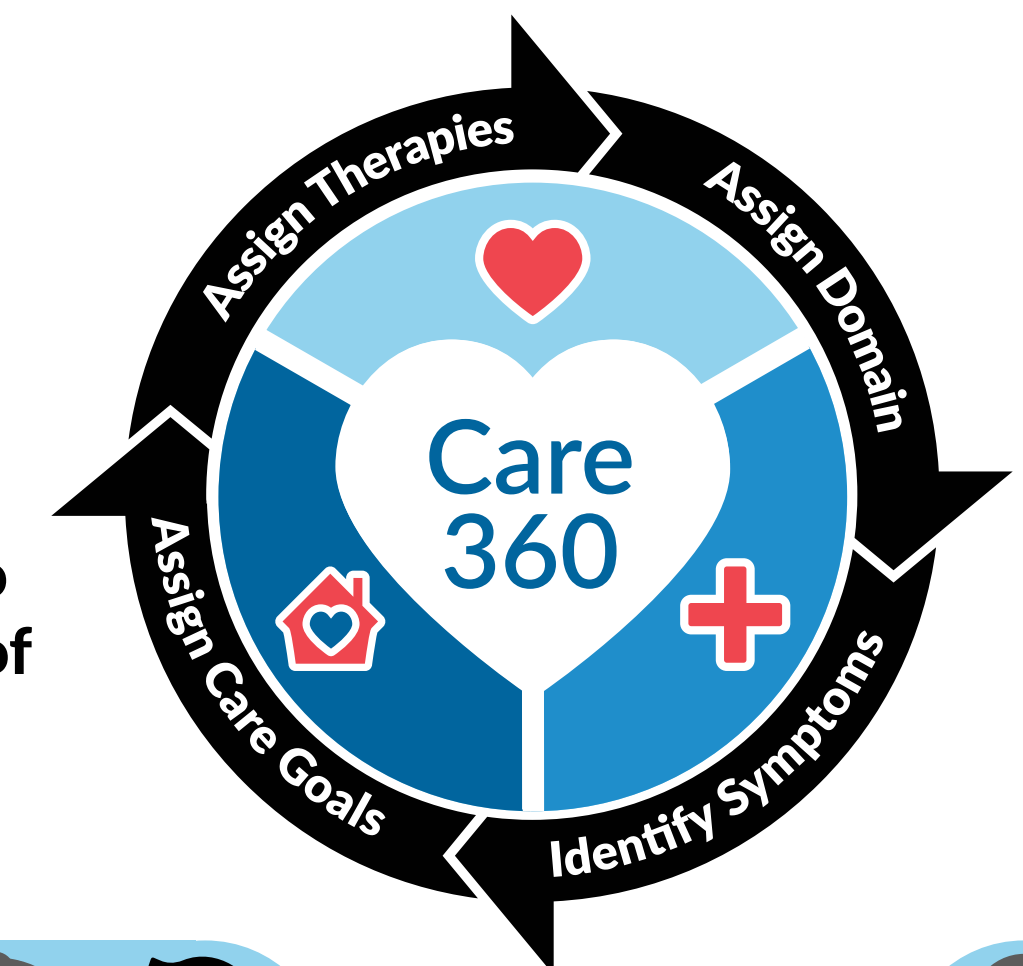
## Results (Continued)

### The Medical Impact of SimpleC Technology on Care of PWD: Hydration



## SimpleC Care 360 Platform of Care

Care 360 platform captures all health information to notify and alert the recipient, clinicians, and family of change in health status and suggest improvements.



### SimpleC Companion™

The Companion communicates, using mobile technology, the right message at the right time. Stimulating digital therapeutics present and automate the family and care giver hands-on knowledge. It is a complete non-drug approach.

### Family Connect

A mobile application that engages all active family members, in the platform, so everyone works together to communicate and support the care recipient at any time of day. Input to Care 360 is captured and used to improve care.

### Clinical Connect

Clinicians are constantly tracking health status across multiple care recipients. Clinical Connect creates an easy way to capture health measures for immediate use on the platform to identify, and head off, health care events for each individual recipient.

## Acknowledgements

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We appreciate the contributions to study design, development of materials, and recruitment by Dorothy Davis (President and CEO of Visiting Nurse Health System (VNHS Atlanta), Dr. Allan Levey (Director of Emory Alzheimer's Disease Research Center), and Nicola Palmarini (Global Manager of AI for Healthy Aging at IBM).



## What is Next

Increase the study size to improve power.

Expand our development of risk models to predict negative health outcomes, which can then directly tie to cost savings for individual caregivers and care organizations.

Implement risk models on the SimpleC Platform to deliver risk stratification to organizations engaged in population health management.