# REINVENTING ELDER CARE WITH AI

Zemplee®

# KEY FACTS

# NUMBERS & STATISTICS

Nursing home closures since June 2015. Occupancy reduced by two percentage points despite the closures
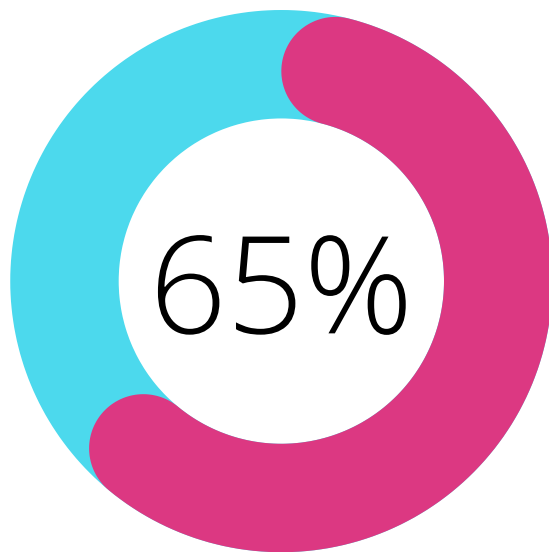**(Leading Age)**

**550**

**70%**

Chance that people over 65 needing some form of long-term care **(LongTermCare.gov)**

Caregivers for older adults that are at least age 65 themselves

**14%**

All statistics represented are based on US markets

# NUMBERS & STATISTICS

## 65%

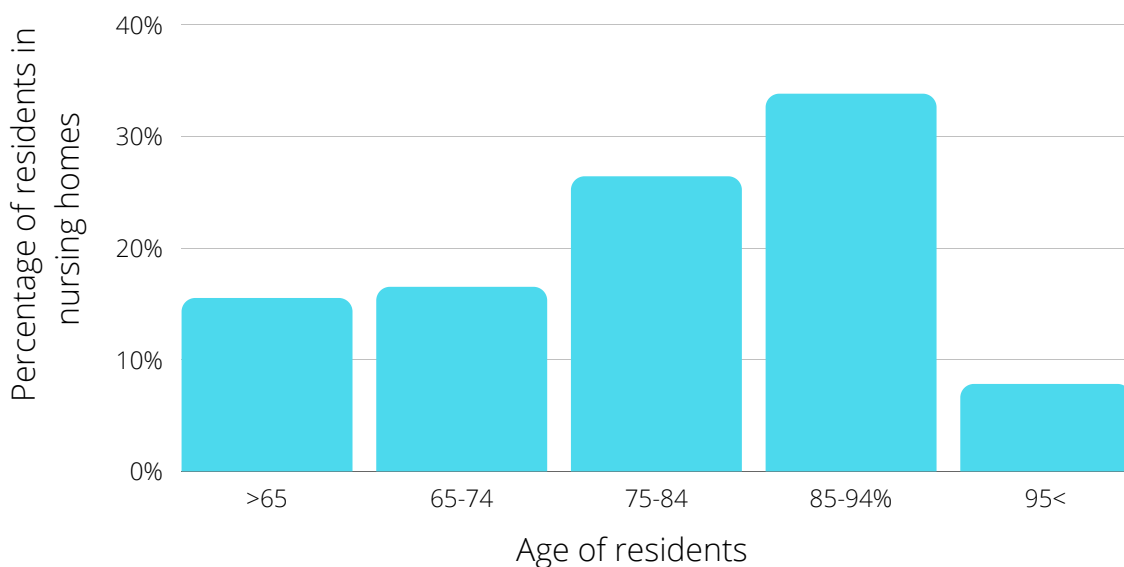Women make up almost 65% of nursing home residents.

## Nursing Homes

### 1.7 M
*licensed beds*

### 1.3 M
*residents*

## Nursing Home Population by Age

Percentage of residents in nursing homes

40%
30%
20%
10%
0%

>65 | 65-74 | 75-84 | 85-94% | 95<

Age of residents

All statistics represented are based on US markets

# BACKGROUND

# ELDERLY CARE — FASTEST GROWING SEGMENT IN HEALTHCARE

## IOT, CLOUD AND ARTIFICIAL INTELLIGENCE REQUIRED TO DRIVE HIGH QUALITY OF CARE OUTCOMES

As the world's population ages, nursing homes and elderly care organizations that provide residential and in-home elder care services can expect to see unprecedented growth. Eldercare is the fastest growing segment of the global healthcare market and is expected to surpass $300B in the US by 2025. Eldercare is on the brink of a digital revolution. Elderly care providers such as nursing homes, assisted living facilities, and in-home caretakers must coordinate services with many other healthcare entities like hospitals, primary care physicians, and the direct staff providing help with daily routines.

We're now living in the age of the Internet of Things. Millions of devices ranging from phones to "smart" cars, and entire city infrastructures can be in constant communication with each other. Innovation cloud-based technologies, digital interfaces and patient-friendly digital tools powered by advanced artificial intelligence allow such devices to make decisions that drive health outcomes. Such automated processes and workflows can also make it easier for eldercare providers to supply cutting edge, patient centered care without the need for any human input.

# NURSING HOMES OCCUPY A UNIQUE NICHE

## MEDICAL AND HOSPITALITY SERVICES OVERLAP CREATING A NEW SET OF CHALLENGES

Residential facilities like assisted living centers and nursing homes occupy a unique healthcare niche—one where medical and hospitality services overlap. Not only do these facilities operate at the intersection of several different aspects of healthcare delivery, but they also serve first and foremost as a home for residents. Besides providing a wide range of medical support services, residential facilities also need to operate like a well-managed resort or hotel.

A growing number of people over 65 suffer from chronic health conditions such as diabetes, COPD, heart disease, social isolation, and medication nonadherence.



**43%**

43% of those seeking care will not be able to find a caregiver

Zemplee overcomes caregiver shortage, helps rebalance workforce to optimize caregiver efficiency.

The increased demand for services ranges from managing individual chronic conditions to fulfilling nursing home care duties.

# HOSPITAL READMISSIONS AND OCCUPANCY RATES ARE CORRELATED

## ELDERCARE PROVIDERS HOLD THE KEY
## 10% DECREASE SAVES $1B ANNUALLY

**$143B**

Managing patient records, billings, and treatments while providing a comfortable and functioning living space for many people with diverse needs will test the limits of any existing or legacy system.

A growing number of adults 65 and over choose to age in place while waiting for nursing home admissions. Ironically, nursing homes suffer from low occupancy rates nationally. Referral leakage stands at 55%.

In the United States, people aged 65+ [13% of the US Total Population] consume more than 50% of care dollars annually. People aged 85+ cause 25% of hospital readmissions.

Hospitals are increasingly monitoring readmissions as the cost of care continues to rise and insurance coverage diminishes. More and more hospitals are demanding better compliance to post-op rehabilitation and convalescent care.
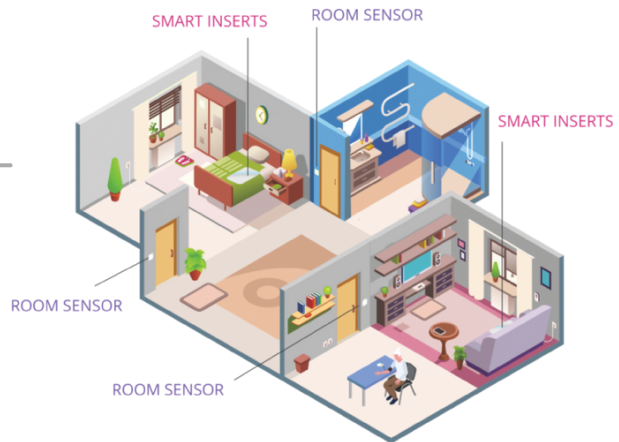
# SOLUTION

"99% of the elderly want to age in place. Passive remote monitoring can help track vital behavior patterns and ensure health, wellbeing and safety."

−APARNA PUJAR, FOUNDER AND CEO OF ZEMPLEE AND A REMOTE CAREGIVER

# PASSIVE MONITORING

## PASSIVE SENSORS. ATTENTIVE AI

**1**



SMART INSERTS   ROOM SENSOR   SMART INSERTS
ROOM SENSOR   ROOM SENSOR

Sensors are strategically placed inside an elderly's home.

**2**



Data collected from sensors are routed through the Zemplee cloud application AI generates blueprint of typical behavioral patterns based on movement and daily activities.

**3**



Dashboard displays realtime status for peace of mind and alerts for intervention.

# ZEMPLEE MAKES COMPREHENSIVE CLIENT CENTERED CARE POSSIBLE

## Zemplee connects the dots through the care continuum

Delivering the highest quality of care and love for residents is a priority and a purpose for providers.

Zemplee's state-of-the-art IoT and machine learning technology is designed with seniors in mind. Zemplee equips provider organizations with the right technology to help them in their mission.

Zemplee uses a combination of non-invasive, non-intrusive motion, ambience, voice, and video-based sensor technology to establish and track behavior patterns of elderly residents. The ability to customize rules to match the living needs of the individual results in a high degree of personalized care for elderly residents in an assisted living facility or within an independent living unit.



POST-OP — CONVALESCENCE
PRE-OP — NORMALCY

Round-the-clock monitoring for your elderly means never having to worry about gaps in your client's care plans.

Thoughtfully orchestrated alerts will provide timely notifications to a nurse's station monitor, caregivers, and families.

Zemplee can make preemptive care requests, ensuring your clients' needs are always met.

Whether you want to understand sleep disorders for prognosticating dementia or erratic eating behaviors for depression, Zemplee can provide the much-needed early indicators and facilitate early intervention.

## FOR CLIENTS

### Daily Health and Wellbeing

| | |
|---|---|
| Activity | Sleep |
| Vitals | Falls |
| Medication | Dining |
| Elopement | Occupancy |

## FOR STAFF

Proactively monitor hospital admissions and drive ecosystem value

Increase caregiver efficacy and keep a happy, motivated workforce

Reduce referral leakage and improve occupancy rates

# TESTIMONIALS

# HEAR WHAT PEOPLE HAVE TO SAY ABOUT ZEMPLEE

*I'm an 87 year old woman who is living at home alone. At night I have a caregiver as I tend to be unsteady on my feet and am at risk for falls. Zemplee was installed in my home to maintain my independence during the day. One afternoon, my agency was alerted that I had been sitting in my recliner for longer than usual. I was having trouble getting out of the chair and needed help. Soon assistance was sent to help me out of my chair.*

MRS. K, ROSEVILLE, CA

*Zemplee was installed in our hospice and skilled nurses wings of our facility. We were instantly able to get alerts on bed exits. We are also able to better plan scheduled bed turns for caregivers. The smart alerts help us better monitor our elderly during night times.*

JEFFREY D, EXECUTIVE DIRECTOR, ASSISTED LIVING FACILITY, SAN FRANCISCO, CA

*It feels like someone's looking out for you. And you can keep up your daily routine, so they know you're okay.*

GRACE E. SACRAMENTO, CA, 83 YEARS OLD

*Hallie loves having the Zemplee system. She never feels alone with it in her apartment. She said she has anxiety and some depression. It helps her feel safe and never alone.*

BECKIE, HALLIE'S CAREGIVER, INDEPENDENCE, KS

www.zemplee.com

**START THE DIGITAL TRANSFORMATION OF
YOUR ELDERLY CARE FACILITY TODAY**

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