

# caring *in* place®

*Caring in Place helps family members become family caregivers for their aging loved ones*



Available on iPhone, Android, and the Web



Based on the loved one's health conditions, family members are taught what to do, when to do it, and how to care for their aging loved ones. All instructions are doctor recommended and often include audio, video, images, and text.

## Who are Family Caregivers?

Family caregivers are typically females between the ages of 45-54. These women are often the oldest daughter of an aging parent. Most family caregivers have full time jobs in addition to their caregiving responsibilities. They may be highly educated, but rarely do caregivers have the necessary clinical background to care for their loved one. Family caregivers are commonly thrown into their roles as caregivers as a result of a trigger event (e.g., ER visit, a fall, a car accident). Many caregivers expect technology to both help them learn how to become caregivers and to manage their caregiving responsibilities. Family caregivers who also are raising children are part of the "Sandwich Generation".

## Why Caring in Place?

Caring in Place is a technology platform designed to help family members quickly learn to become family caregivers. Through Intelligent Checklists™, caregivers receive a personalized care plan enabling instant organization and coordination of care among other family members, friends, neighbors, and even paid or professional caregivers. All caregiver recommendations are generated by Healthwise, the healthcare content experts (used also by WebMD), and from specialized doctors on the Caring in Place clinical advisory board. Available on smartphones and tablets (Apple and Android) as well as via the web, caregivers can manage their loved one's care from anywhere.

## How Does it Work?

First, family caregivers sign up via the Caring in Place web portal or download the free application to their device. Next, caregivers indicate the general illnesses, conditions, and/or behaviors of their aging loved one. Caring in Place then generates a care plan in the form of an Intelligent Checklist™. Caregivers can then customize their checklist by removing or adding relevant tasks. Finally, family caregivers invite others to join them in the care of their loved one. Caregivers can even email or print a doctor appointment report to help their physicians know what data is being captured between appointments and enable specific caregiver tasks to be assigned by the primary care physician.



Mobile



Caregiver Education



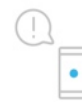
Medication Adherence



Care Coordination



Task Creation



Alerts/Notifications



Physician Reports

**43.5M**  
US FAMILY CAREGIVERS

- \$450 Billion: Value of services provided by family caregivers
- 48.0: Average age of a family caregiver
- 900M: Hours of family caregiving performed each week (US only)
- 72%: Percentage of aging population spend controlled by family caregivers
- 2x: US aging population will double from 2000 to 2030
- 50%: Percentage of family caregivers that also work full time
- 1 in 4: Number of working adults that are also Family Caregivers
- 50%: Working adults who believe they will be caregivers in next 5 years
- \$2110: Annual loss of productivity cost to employers of a working caregiver



## Benefits to the Healthcare Ecosystem

Family caregivers aren't the only ones who benefit from Caring in Place. Healthcare providers reduce costs by engaging family members to provide preventative care and avoid high cost visits to the hospital or emergency room. Hospital readmissions are reduced as care is coordinated among post-acute care facilities and family members.

Home healthcare agencies even coordinate care with family members - working as a team - to ensure the best possible health outcomes for the senior. Any care organization looking to capitalize on the aging market must gain access to and the confidence of family caregivers. No one does this better than Caring in Place.



"I love being able to use my iPhone to record a video of me populating mom's pill box and attaching it to a task for my siblings to complete. Now anyone can help me take care of mom!"

-Becky T.  
(Salt Lake)

## What Does it Cost?

The use of the Caring in Place platform is always free to the family caregiver. Caring in Place monetizes the platform via healthcare payers and providers because these organizations benefit from the improved health outcomes of aging seniors. Through Intelligent Checklists™ family caregivers have the ability to request additional paid caregiver support from home healthcare providers or private duty nurses. As these transactions take place, Caring in Place is compensated.

The screenshot shows a web browser window with a form titled "Tell us about your loved one's dr." The form is part of a two-step process. Step 1 is "Tell us about your Loved One" and Step 2 is "Set up your Care Team". The form has a sidebar with categories: BASIC INFORMATION, DR. INFORMATION (selected), CONDITIONS, BEHAVIORS, and MEDICATIONS. The main form area has the following fields: DR. NAME, ADDRESS, PHONE NUMBER, and a dropdown menu for "No Preferences". There are "Submit" and "Cancel" buttons at the bottom. A small icon of a stethoscope is also visible.

## About the Founders

Co-Founders Josh Fotheringham and James Jarman met in 1996 while attending the University of Utah. Although they went separate ways with their careers, they knew that at some point they would join forces. In 2010, a friend running a Skilled Nursing Facility in California asked for assistance with his facility. After several improvement attempts associated with Medicare billing, Josh and James began studying and interacting with family caregivers. Quickly they identified with the difficulty

of caregiving and decided to help. Leveraging their backgrounds in technology, marketing, and business, they started Caring in Place. In 2013 they received their first external investment from Blue Cross Blue Shield of Massachusetts and also participated in a four month healthcare accelerator program called Healthbox. Today they are building partnerships across the healthcare ecosystem to find new and improved ways to help family members in their role as family caregivers.

## Caring in Place Team

Seasoned experts in healthcare, technology, and global business



Josh Fotheringham - CEO  
Experienced Fortune 500 executive in technology and innovation. Former Apple product designer.

(MBA & MSIM)

[LinkedIn Profile](#)



James Jarman - CMO  
Economic strategist and marketing expert focused on the female marketplace. 200+ launched products.

(MASTERS ECONOMICS)

[LinkedIn Profile](#)



Gaurav Passi - CTO  
Cross platform mobile and web development expert with 100s of applications either personally developed or managed

[LinkedIn Profile](#)



Ali Hussein - Global Advisor  
Global business executive and current CEO of Science24Seven. Previous experience with Amazon, and Eli Lilly.

(MBA)

[LinkedIn Profile](#)



Dr. Kevin Knopf - Clinical Board Chair  
Practicing Hematologist & Oncologist. Senior Visiting Scientist for 15 years, 40 papers, 5 book chapters.

(MD, MPH)

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## Company Information

Headquarters: Denver, CO  
Founded: 2011  
Lead Investor: Blue Cross Blue Shield  
Accelerator: Healthbox Boston  
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