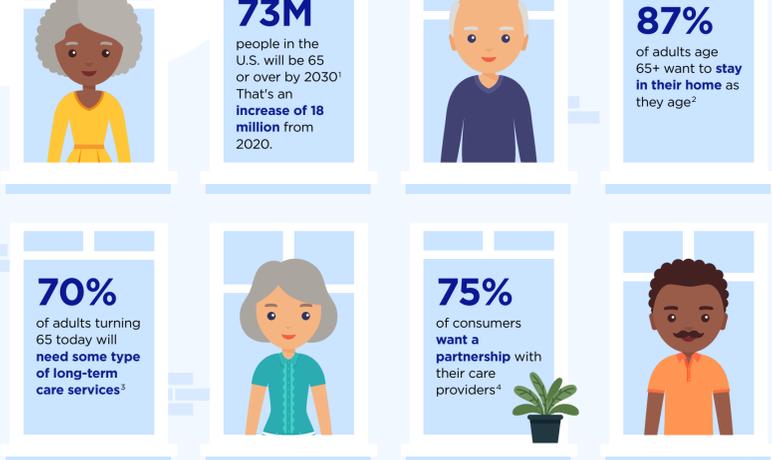


# The future of home care is person-centered

Person-centered care is no longer a nice to have; it's a must have. The demand for high-quality and personalized care is far outpacing the supply of quality caregivers to provide it. Providing technology that empowers care teams to deliver person-centered care will lead to satisfied clients and families and a fulfilling work environment for caregivers.



## The demand for home care is sharply rising



### THE CHALLENGE

## Evolving to meet the need

**13M** new caregivers will need to be recruited by the Home Health industry to meet demand by 2024<sup>5</sup>



**60%** average turnover rate for caregivers costs the industry an estimated \$6.5 billion annually<sup>6</sup>

**#1** reason caregivers leave their employer is due to a lack of communication<sup>7</sup>

### THE SOLUTION

## Personalize the care experience

The World Health Organization (WHO) and the Alzheimer's Association both recommend a model of person-centered care. When this fundamental idea is at the forefront of all care, everyone is supported in the best way possible.

**"The entire health care system — from providers to hospitals to insurers — must recognize family caregivers' critical role and understand that teaming up with them can improve health outcomes and quality of life for both patients and family caregivers."**

– Nancy LeaMond, AARP Executive Vice President Research and Education

**"People-centered care improves the confidence and job satisfaction of health professionals."**

– World Health Organization

**"Fostering a person-centered approach to care will improve the quality of care for people with dementia and their families."**

– Alzheimer Society

### THE BENEFITS

## Providing an exceptional care experience



#### For Clients

- Memorable experiences
- Open to new things
- Deepens trust
- Feel known



#### For Care Teams

- Increased collaboration
- Commitment to quality
- Deeper client relationships
- Higher job satisfaction



#### For Businesses

- Effective communications
- Retain great staff
- Deepen client loyalty
- Focus on growth

### THE TECHNOLOGY

## A platform to collaborate, communicate, and deepen relationships

The right technology can provide a simple way to level up your approach to person-centered care. It can increase your organization's ability to scale quickly while profoundly improving the quality of the care experience provided.



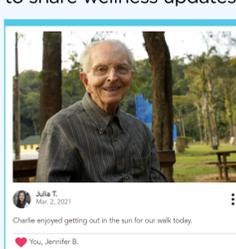
A secure, HIPAA compliant platform designed for the aging market with the flexibility to address the unique needs of each organization.

Device independent and mobile-first design offers an optimal experience for users to connect from wherever they are, on any device.

A social feed, multi-person chat, surveys, and a care journal with commenting features are a few of the features empowering caregivers to deliver an exceptional care experience.

## HOW DO YOU START?

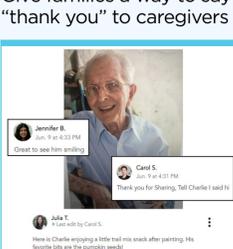
Give caregivers a way to share wellness updates



Let families add likes and important memories



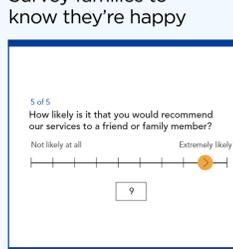
Give families a way to say "thank you" to caregivers



Quickly poll your team for feedback



Survey families to know they're happy



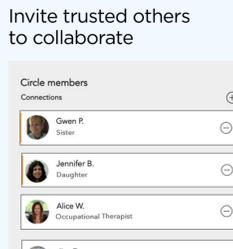
Coach a new hire with meaningful insights



Celebrate examples of personalized care



Invite trusted others to collaborate



## SparxConnect can help you deliver exceptional person-centered care.



[Learn more](#)

### SOURCES

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