

Caregiver Empowerment

A Supplemental Benefit that Improves the Health of Members who Depend on Family Caregivers

26% of Members in a typical Medicare Advantage (MA) plan depend on family caregivers (i.e., spouses, adult children) to manage their health. These **underserved Members** rely on family caregiver to access care, benefits and programs.

Ceresti's Digital Caregiver Empowerment Program

increases the self-efficacy of family caregivers to improve the overall health of these vulnerable and costly Members.

"Mechanism of Action"



Our program **increases the knowledge, skills and confidence** of family caregivers in providing care for a loved one (your Member)

Benefits of Ceresti's Digital Caregiver Empowerment Program

Guaranteed to Pay for Itself via Cost Savings

Benefits for Health Plans and Members

- Reduce avoidable utilization and healthcare costs
- Improve health equity
- Improve STAR measures (HEDIS, CAHPS, medication adherence, fall reduction)
- Identify SDOH gaps and connect Members to health plan benefits
- 100% remote, easy to implement

Benefits for Caregivers (25% of whom are also Members)

- Reduce healthcare costs
- Improve mental health

Ceresti Health is the leader in virtual care for Medicare beneficiaries who depend on family caregivers to manage their care.

Our digital caregiver empowerment program is deployed with care teams from leading Medicare Advantage health plans.

Contact us today
to learn more

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Digital Caregiver Empowerment Program

PURPOSE-BUILT & SCALABLE

The Ceresti Digital Caregiver Empowerment Program is purpose-built to support and empower family caregivers of Members who are unable to self-manage their health.

Program Capabilities

Predictive Analytics

Targeted Enrollment

Education & Coaching

Remote Monitoring

Reporting

Caregivers receive a dedicated elder-friendly tablet, or download an app, that enables access to a program of personalized education, evidence-based support, remote monitoring and proactive coaching.

Improve Caregiver Effectiveness via Education & Coaching



Mobile platform enables caregiver engagement in education, support, coaching, remote risk assessments and digital therapies



Experienced coaches proactively engage, monitor and support caregivers



Evidence-based medical and psychosocial content (e.g., videos, tutorials) is curated to support caregivers

Reduce Member Hospitalizations via Remote Monitoring



Examples of Risk Mitigation

- Caregiver coaching
- Encourage primary care and alert care management teams
- Identify SDOH barriers and connect Members to plan benefits

Statistically Significant and Financially Meaningful, Third-Party-Validated, Outcomes

The following outcomes were achieved in Ceresti's programs deployed with MA/Duals members with dementia by health plans that utilize our platform.

Member Outcomes

Member outcomes were determined using claims data, compared to a matched comparison group, and are statistically significant (p-value < 0.05).

-80%

Reduction in hospitalizations

-53%

Reduction in total medical costs

-73%

Reduction in 30-day readmissions



Validation Institute

Third-party validation
([link to report](#))

Caregiver Outcomes

Caregiver outcomes were determined using standard assessments

82

Net promoter score (NPS), measure of caregiver satisfaction

-3.1 Days

Reduction in mental unhealthy days (MUHD) reported on [Healthy Days Assessment*](#)

40 min/wk

Caregiver total engagement time per week in education, coaching calls, assessments, and digital therapies

90%

% of caregivers that engaged during month

80%

% of caregivers that graduated from their programs

2.2

Number of remote risk assessments completed by caregivers per week

* Population assessment of health-related quality of life (HRQOL) developed by the CDC (Centers for Disease Control)

The Ceresti Digital Caregiver Empowerment Program Pays for Itself via Cost Savings

Eligible Members are identified from claims data based on having a conditions that requires high levels of caregiver support (e.g., dementia, stroke, Parkinson's disease or frailty).

We offer our digital caregiver support program to all eligible Members and their caregivers. We typically enroll the family caregivers of 15-20% of eligible Members in our program per year. To foster future enrollment of those who are not initially interested, we offer brain health education or access to a caregiver education app.

Projected Net Savings

Based on our [validated outcomes for dementia](#), the following **net savings** (gross savings less fees paid to Ceresti) in all-Members PMPM are projected for a typical MA plan during the first year, assuming enrollment of 15% of eligible Members with the caregiver-supported condition(s) indicated.



Dementia



- Dementia
- Stroke
- Parkinson's
- Frailty

Projected net savings are higher than shown above for Duals plans due to the higher prevalence of Members who depend on family caregivers.

NOTES

- Actual net savings depend on the costs of enrolled Members
- Ceresti's validated savings were durable for 6 months. Claims analyses show that savings extended beyond the 6 months program duration.
- Cost saving do not include savings realized for spousal caregiver Members

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