

# Caregiver Empowerment

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

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

### 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 and health equity
- Improve STAR measures (HEDIS, CAHPS, HOS, medication adherence, fall reduction)
- Increase Member retention
- Identify SDOH gaps and connect Members to health plan benefits
- Scalable (100% remote), easy to file and 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.

#### "Mechanism of Action"



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

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

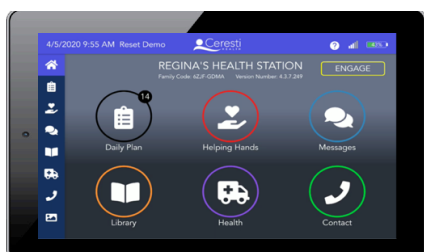
Education & Coaching

Remote Monitoring

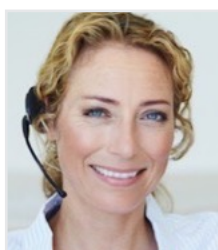
Reporting

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\\*](#)

## Process Metrics

Process metrics were extracted by Ceresti from enrollment and engagement data

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)