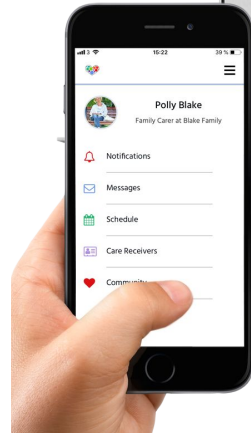
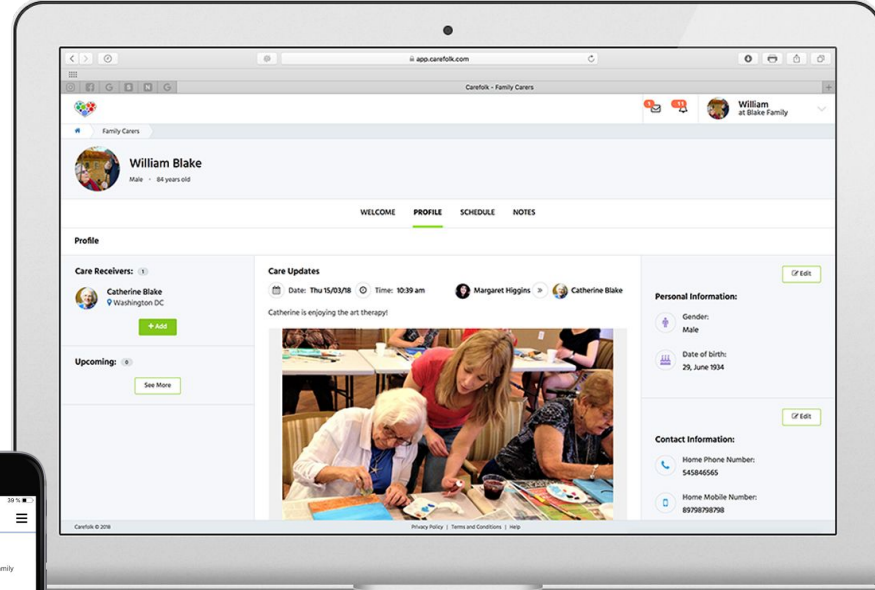




Carefolk

Redefining care through technology & community



www.carefolk.com



Outright National Winner
Best eHealth Solution



Outright National Winner
Best Primary Care Solution

Global Care Crisis: A perfect storm is approaching

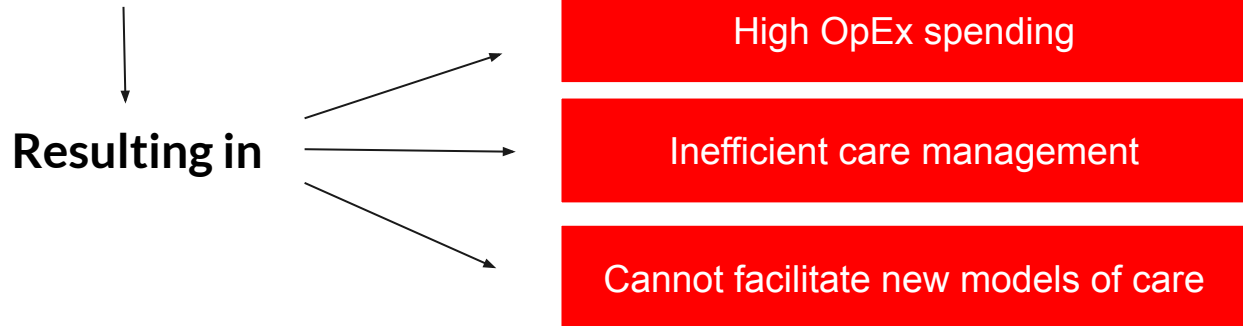
'We are facing a caregiving cliff'

Susan Reinhard,
US Public Policy Institute, AARP

Problem 1

Care providers are **inefficient & unprepared** to meet increase in demand

- **Global shift in demographics** causing unsustainable pressure on public health resources and supply.
- Health systems and care providers are **unprepared, fragmented (siloeed) and process inefficient.**
- Current tools are **complex, antiquated and ineffective** and not built to integrate with the large family caregiver consumer market.



Problem 2

Family Caregivers are **struggling** as burden of care **falls increasingly** on them

7 Years

Average **length** of care provision

National Alliance for Caregiving, US

55%

Feel **isolated** and **unsupported**

National Alliance for Caregiving, US

75%

Have received **no training**

Carers Trust, UK

48%

Suffer from depression

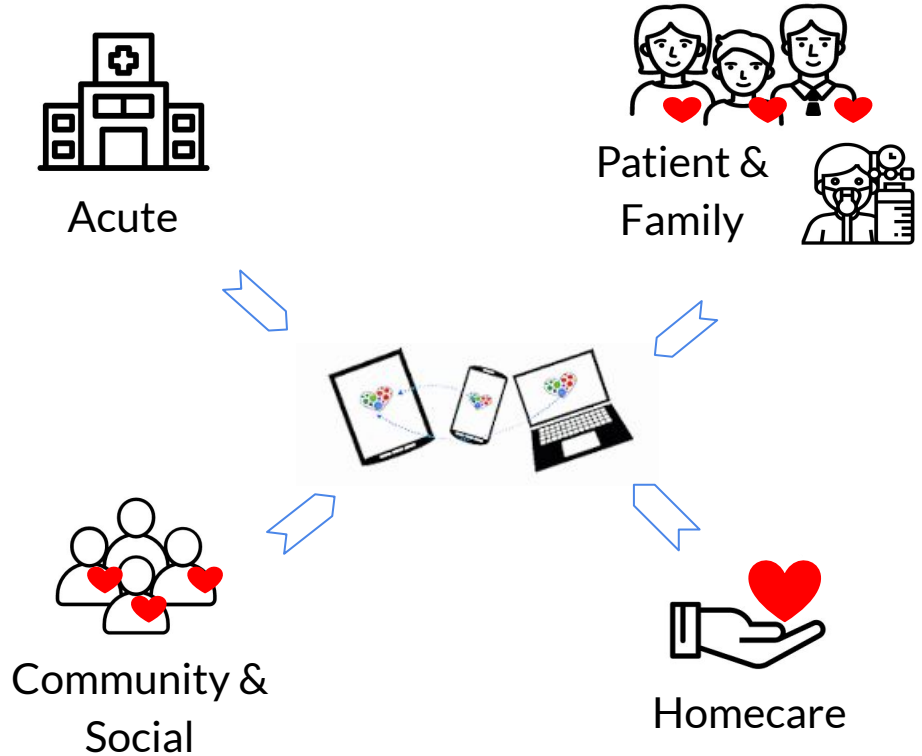
National Alliance for Caregiving, US

The Solution



Carefolk is an **integrated care platform** that **breaks silos** in care provision: **removing inefficiencies, driving cost reduction, and enabling longer care in the home.**

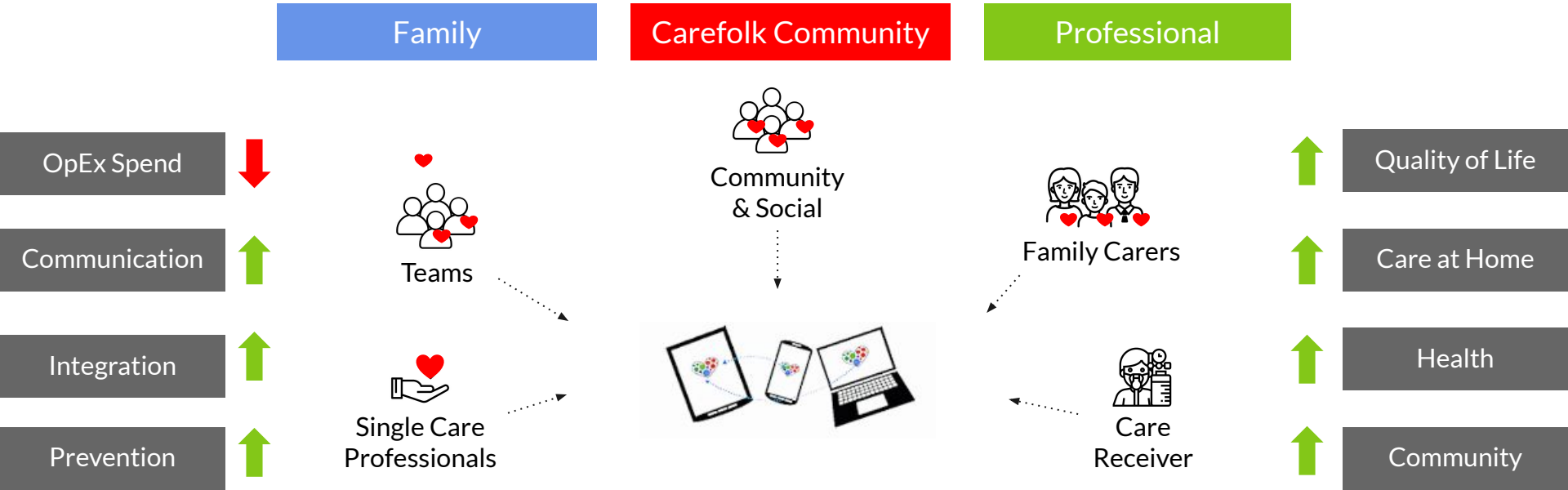
At the core of the platform is the ability to **support & connect the growing global family caregiver population.**



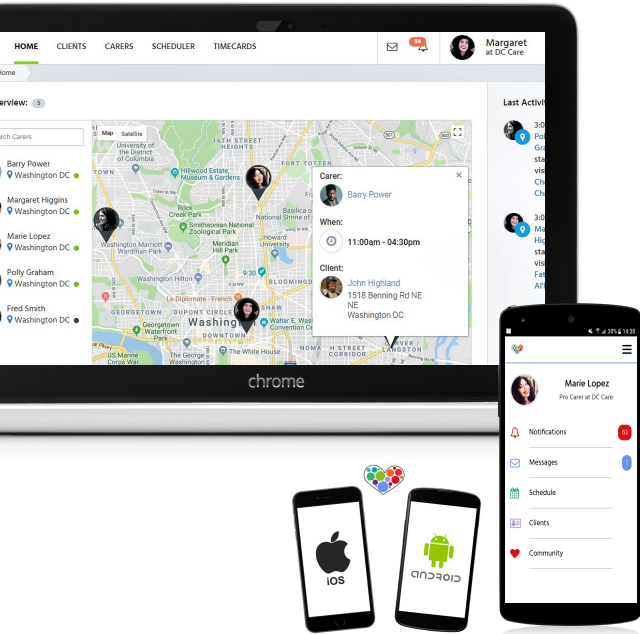
The Solution



The platform contains **different products that talk to each other**



Professional



The blurb: 'injects seamless fluidity into the communication and coordination of care provision among professional and community care providers enabling preventive and personalised care'

Advanced Case Management

- Single care record
- Integrated care
- Smart Technology
- Automation

Business Process Redesign

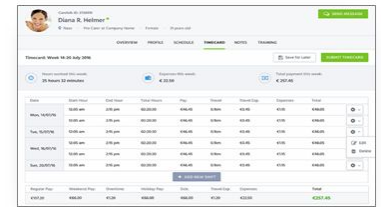
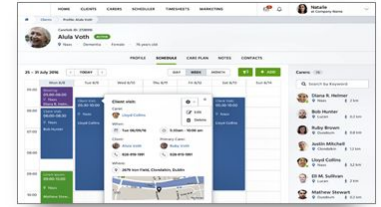
- Multi-tenancy
- Smart Care Alerts & Reporting

Marketing & Recruitment

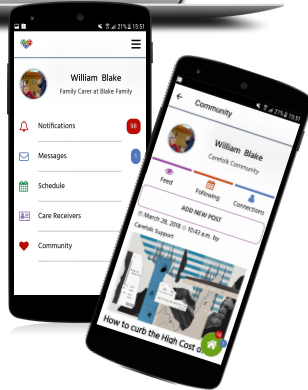
- Care Professional Portal
- Family Portal
- Work experience/training tracking
- Blugging/Social

Communications and Networking

- Professional Network
- Family Network
- Private/Group in-app messaging
- Updates & Social Feeds



Family



The blurb: 'A private hub & digital toolbox to reduce the time and stress in care provision, and access to Carefolk Community where you can connect with other Caregivers for peer-to-peer support or follow support orgs for information and updates'

Private Care Hub

- Profile Based
- Care Planning
- Central Health Record
- Meds Management & Notifications
- Simple to use

Carefolk Community

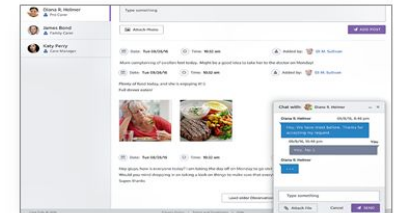
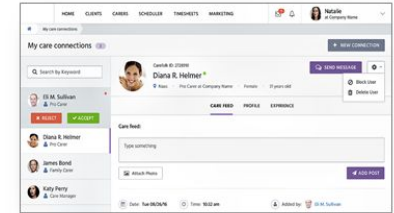
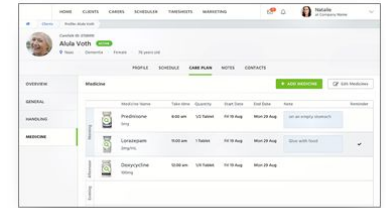
- Community Network & Feed
- Connect with other Family Carers
- Peer to Peer support
- Follow Support Organisations for updates

Integrated Care

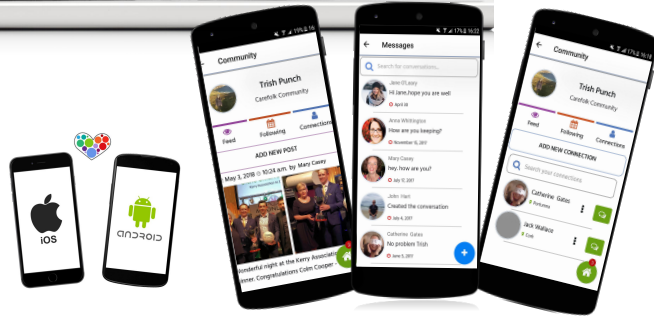
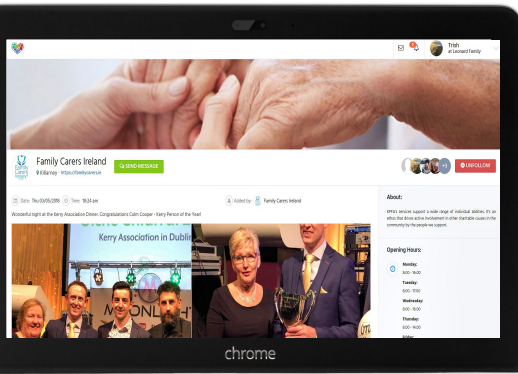
- Integrates with Professional Domain
- Integrates with Community Services Domain

Updates & Alerts

- Care updates capture & share
- Memories capture & share
- Appointments, Visits, Meds Alerts
- Private/Group Chat



Community



The blurb: 'Information, support, and community at your fingertips'

Every Carefolk user has access to Carefolk Community

Connect with others

By illness, place, or name
Peer to Peer Support

Follow companies or support organisations

Company/Support Organisations can create a page
News & Updates
Educational Information
Recruitment News (for Care Professionals)

Make 'Care Connections'

By illness, place, or name
Peer to Peer Support

Content creation and sharing

News, Tips, Blogs, Images
Community Feed
Post updates to connections
Receive updates from connections

Some special stuff about Carefolk



Built for adoption

Inherently viral product design

- First class design: UI/UX, Onboarding
- Enables very strong network effects, relationships, user trust

Dedicated social network for care community 'Carefolk Community'

- Connect with others based on illness, geography, name
- Community & Support Organization Pages

Multi-tenancy architecture on web and mobile

- A user can have one profile but belong to one or many teams (like Slack)
- Already load-tested to millions of users
- Full set of API's, Interoperable with 3rd party platforms

Multi domain network for professionals & families

- Inherent value in network as we grow the user base
- Enables growth strategy focused on 'engagement' (and not spend) around user clusters/sub clusters as primary driver of quality growth
For a visual on this [Take a look here](#)



Sarah Fitzgibbon

Senior Physiotherapist
HSE Cork Integrated Care Team Lead

'Carefolk has been instrumental in moving our team towards a paperless case management system. In my estimation as a clinician, Carefolk reduces my admin time by up to 50%'

'Cross-site usage of the Carefolk platform will provide the electronic link for information sharing that community clinicians have been deprived of'

Dr. John Cooke

Consultant Geriatrician &
HSE Waterford Integrated Care Team Lead

'The HSE's Waterford Integrated Care Team have saved 1000 hospital bed days in the last 3 months. Carefolk has really helped us push on with this project'

Application

Person Centred Care

Case Management, High Risk Patient Caseload Management

Coordination (Team, On, Off site): Visibility, Communication, Moral

- Ease of use (important during a time of systemic change).
- Align team and resources within one platform around one shared record.
- Fluidity to care pathway planning and execution

Shared Care Plans

(Efficiency, Paperless, Avoiding Repeat Assessments)

Visibility over Care Network

National 'Hubs' Network

Application

Community & Family Integration

Family & Patient Empowerment

Reporting, Resource and Population Planning

- We integrate MS Power BI.
Dashboards, Custom Reps, Powerful Insights

Ability to integrate with 3rd party systems.



Thank you

Reach out: owen@carefolk.com