



Active Daily Living™ - a turn-key solution
giving **LTCI** the ability for on-going communication
with **Policy Holders & Caregivers** while enhancing their capabilities to
manage **ADL risks and Age-in-Place**



Helping Seniors and Caregivers

Make your LTC company stand out with an evidenced-based Digital Health
Communication, Content, and
ADL Risk Identification Platform

- All modules customized as your LTC plan
- A Market Differentiator
- Dynamic Senior and Caregiver Resources & Interactive Tools
- Enhances Policy Holder & Caregiver Satisfaction
- Supports your Staff with Policy Holders
- Includes Extensive Communication Tools for On-Going Contact
- Expands Personalized and Interactive Web Content

- Assists with Identification of ADL Risk

CONTACT ACTIVE DAILY LIVING

Active Daily Living includes:

Senior and Caregiver Navigators

- Helps seniors and caregivers when going into the hospital and as they transition home
- Supports seniors and caregivers with physician visits
- Incorporates your LTC developed information

Caregiver Navigator

If you are a caregiver for an adult loved one — a spouse, parent, disabled or ill family member or friend — you are not alone. As many as 1 in 4 adults will be in the caregiver role at some point in their life.

Knowing how to navigate the health care system can relieve some of the uncertainty and stress of caring for a family member. The information on these pages can help you support your loved one through doctor visits and hospital stays.

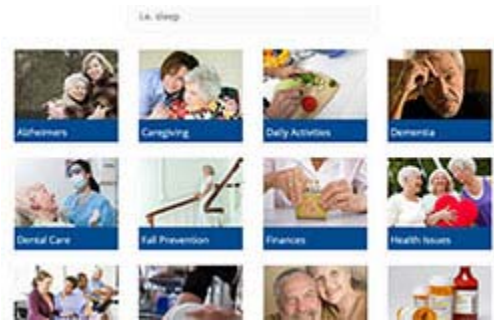


Low Cost / No Cost ADL & IADL Tips and Videos

- Over 200 QuickCare Tips & Videos
- New tips and videos added regularly
- Includes a weekly "drip" campaign featuring a Tip of the Week to drive return traffic to your website/portal

CareGuide Library

- Over 300 evidenced-based articles for seniors and caregivers
- Full repurposing rights, including social media
- New articles added monthly



A Monthly Senior Health and Caregiver e-Newsletter

- Builds measurable awareness and use of your physicians and network
- Increases website / portal traffic
- Delivers a persistent brand message
- Creates "actionable" CRM databases that allows targeted messaging
- Positions your ACO as a source of current, dynamic senior and caregiver health information



A Weekly Video "Drip" Campaign

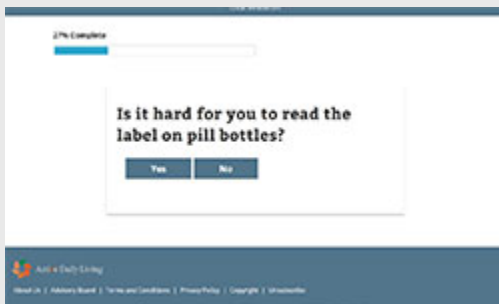
- Provides a weekly video "Tip of the Week" on ADLs and IADLs
- Delivers on-going brand impressions
- Open rate averages 24%
- Links back to your website / portal

Welcome to this week's QuickCare Tip Video. Click on the image below to view this and other no / low cost ideas that provide easy solutions to common, everyday problems.



[Increase Contrast When Pouring Liquids](#)

ADL / IADL / Health Assessments



- Over 55 Interactive Assessments with personalized reports, **including hundreds of no / low cost ideas** to address ADL, IADL, and health challenges
- Facilitates aging-in-place
- Easily used by Seniors and Caregivers



Real Time Reports

- Tracks all usage by module
- Available 24 / 7 in real-time
- Over 200 data points
- Can drill down to the individual level
- Adds data to your care management

To Schedule an Online Demo or to Learn More about Active Daily Living

CLICK HERE

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