



Improving the Health and Wellbeing of Homebound Older Adults

Measure
What Matters



Assess and
Recommend



Connect and
Support



Generate
Insights



Jim Firman, Chief Innovation Officer, BetterAge
Inez Russell, Friends of Life, Waco Texas

NVCN National Meeting: November 1, 2024

www.betterage.net



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Today's Agenda

1. Overview of BetterAge
2. Product Demonstration
3. BetterAge and CareWorks
4. What's Next?
5. Question and Answers

About BetterAge



OUR VISION

is a world where everyone, regardless of age, lives well and ages well



OUR MISSION

is to improve the health and well-being of millions of older adults around the world through engagement and insight

BETTERAGE

is a public benefits company founded by leaders in aging, health & technology. We balance mission and margin to achieve the greatest social impact.



The BetterAge Team



Diana Yin
CEO, Co-Founder

Former CSO/CAO at On Lok, inventor of PACE for older adults. Experience in tech, consulting, and startups



Stephen Engels
Chief Technology Officer

Developed Benefits Check-Up, COVID19 Check-Up and related aging apps



Jim Firman
Chief Innovation Officer and Founder

40 years of innovation in services, programs, and public policies for older adults. 25 years as former CEO of the NCOA



Ron Kaiser
Chief Immersion Officer

50+ years working with older adults. Positive health psychologist, coach, and author



Nicole Leon
Program Associate

Master's of Science in Gerontology from the University of Southern California



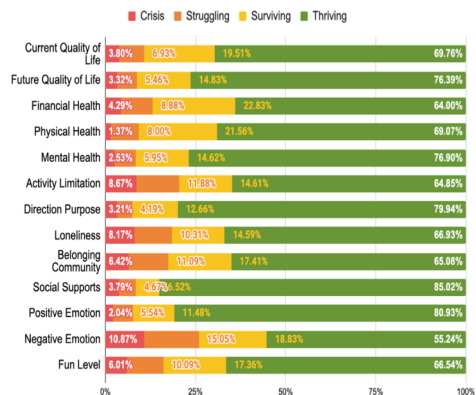
Mike Webb
Chief Data Officer

Deep industry expertise and skills, including AI/ML in new applications

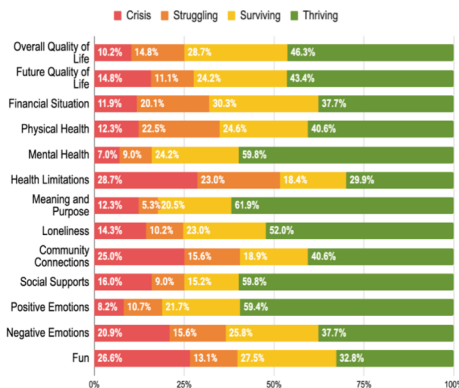
BetterAge provides organizations with easy-to-understand information and actionable insights.

Wellbeing Scores of Senior Center and Homebound Clients

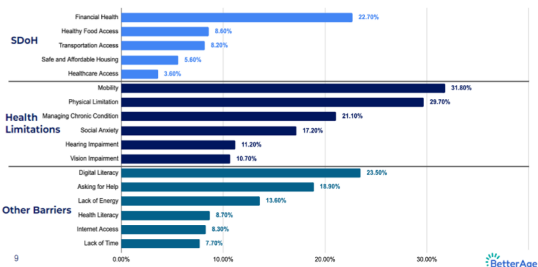
Senior Center Participants (n=1004)



Homebound Clients (n=244)

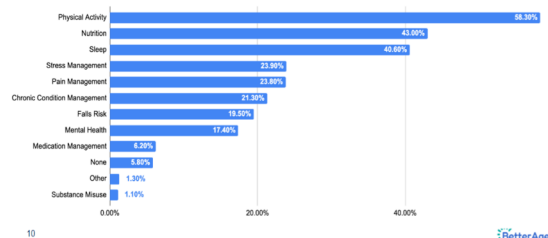


Personal Challenges & Barriers (n=1004 senior center participants)

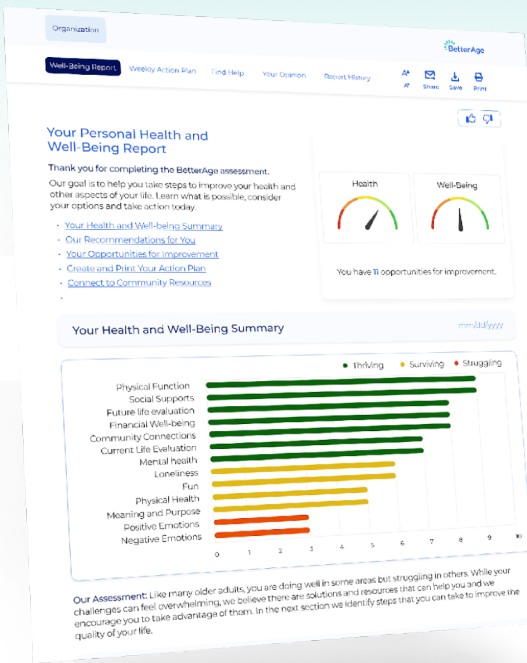


Consumer Health Improvement Priorities

Which areas of health would you most like to improve? (Select all that apply) (n=1004)

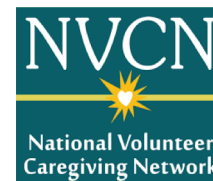
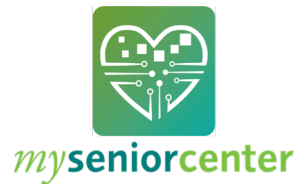


BetterAge helps older adults and their caregivers to age well, one-by-one.



Age Well Innovation Network (AWIN)

National and State Partners



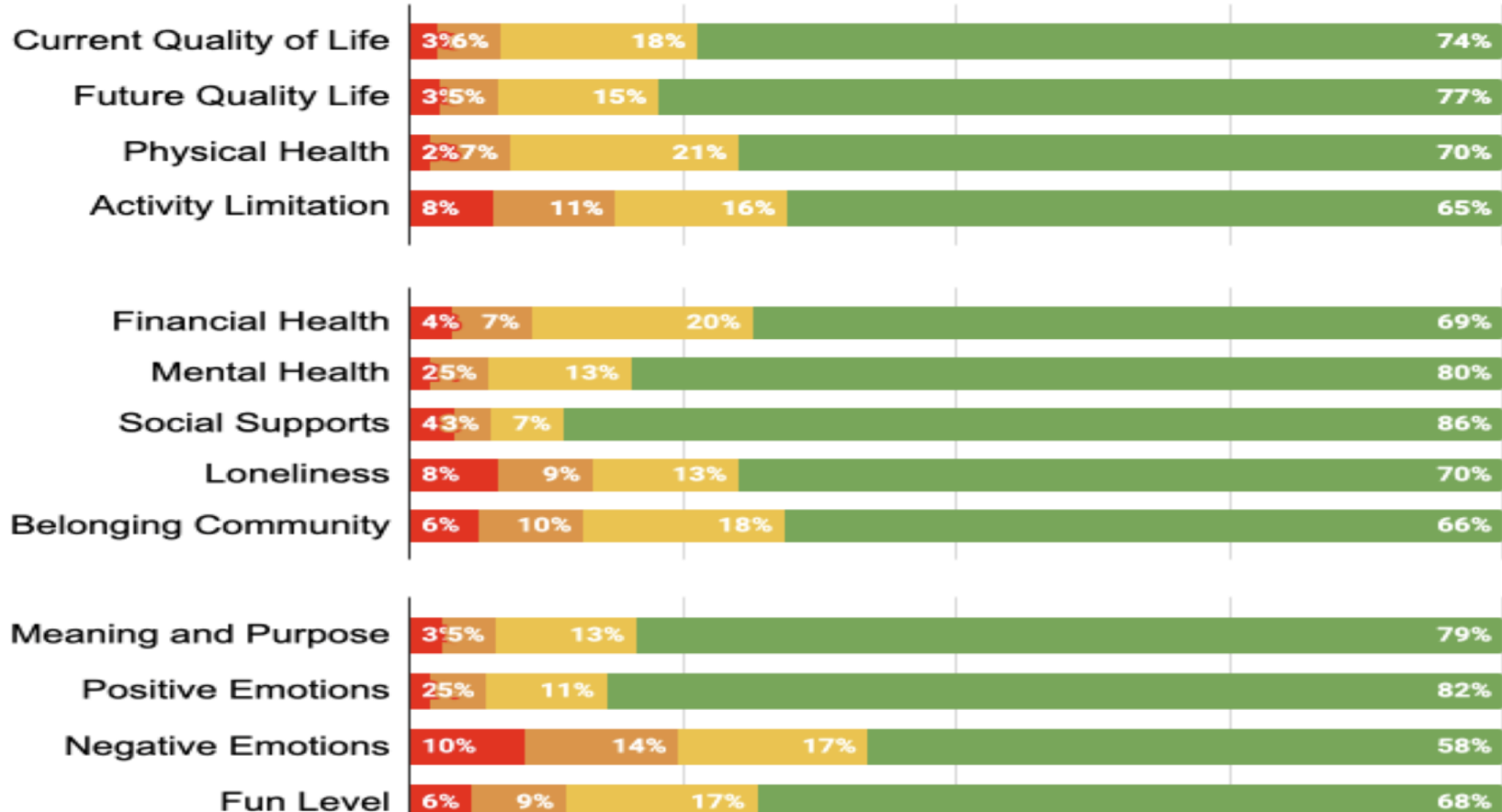
Age Well Innovation Network (AWIN) Early Adopters



Well-Being Scores (n = 3,055)

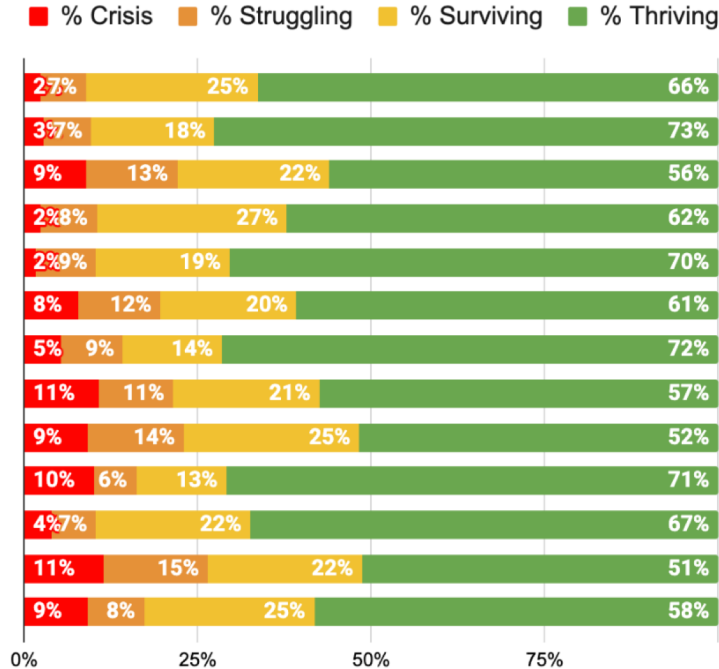


■ % Crisis ■ % Struggling ■ % Surviving ■ % Thriving

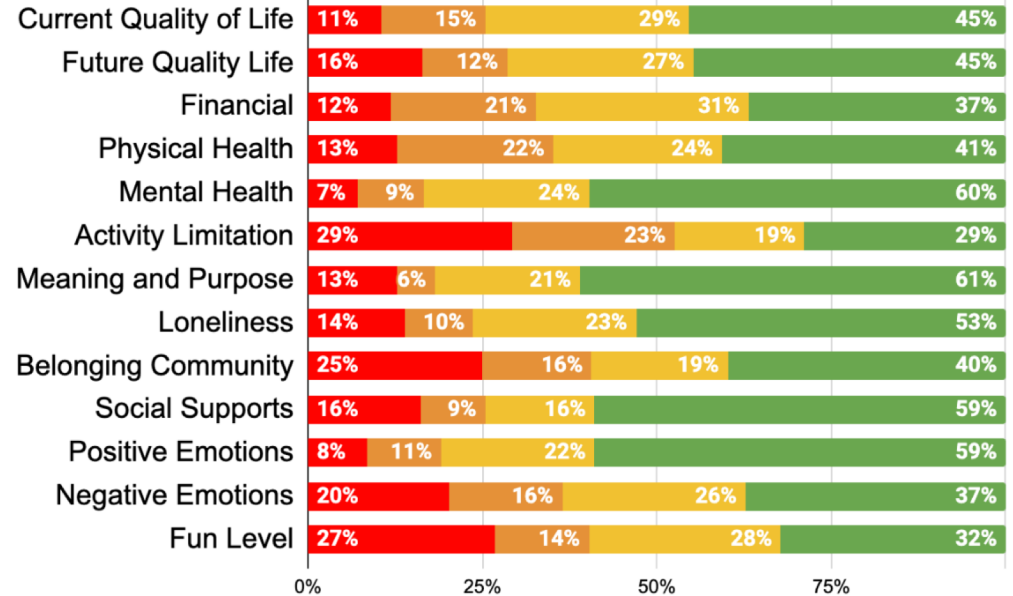


Wellbeing Scores of Older Adults in Southern California

Senior Center Participants (n=259)

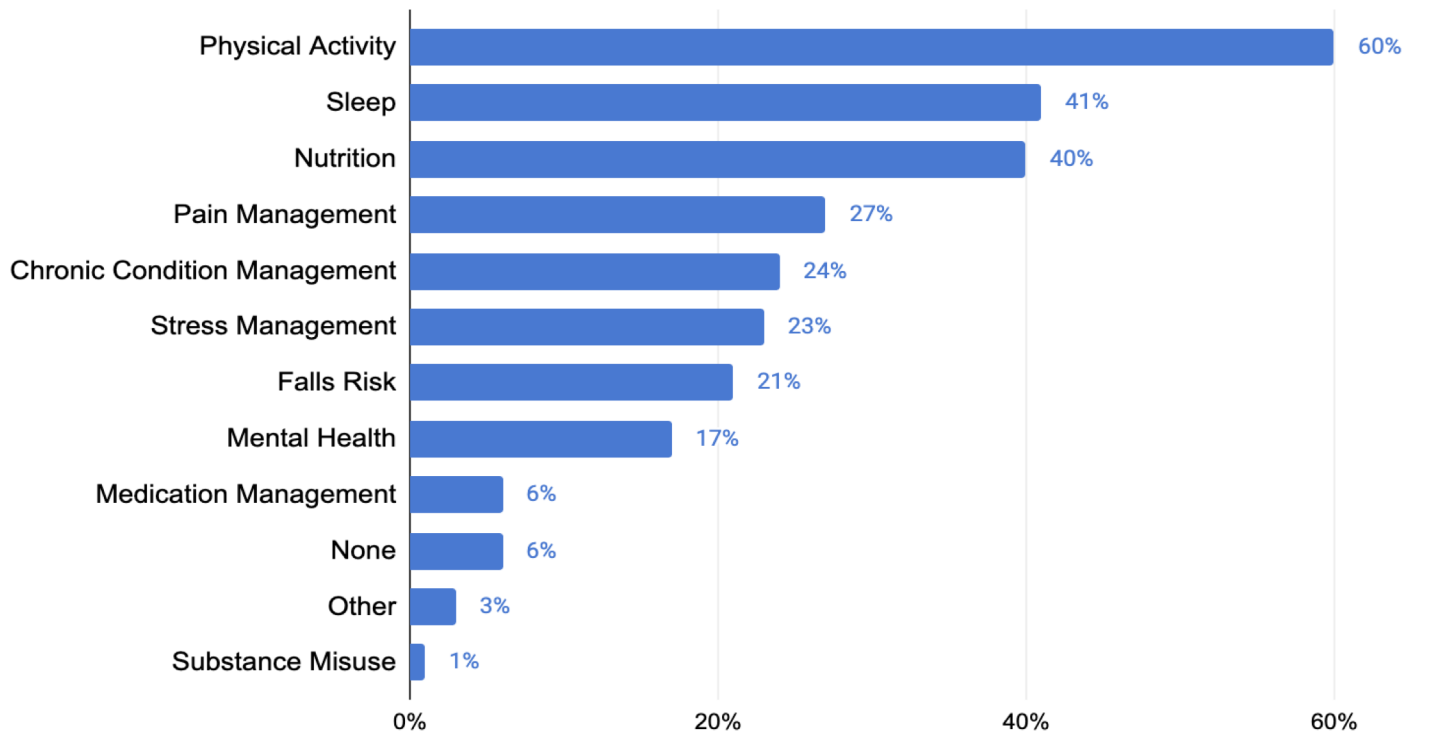


Homebound Clients (n=244)

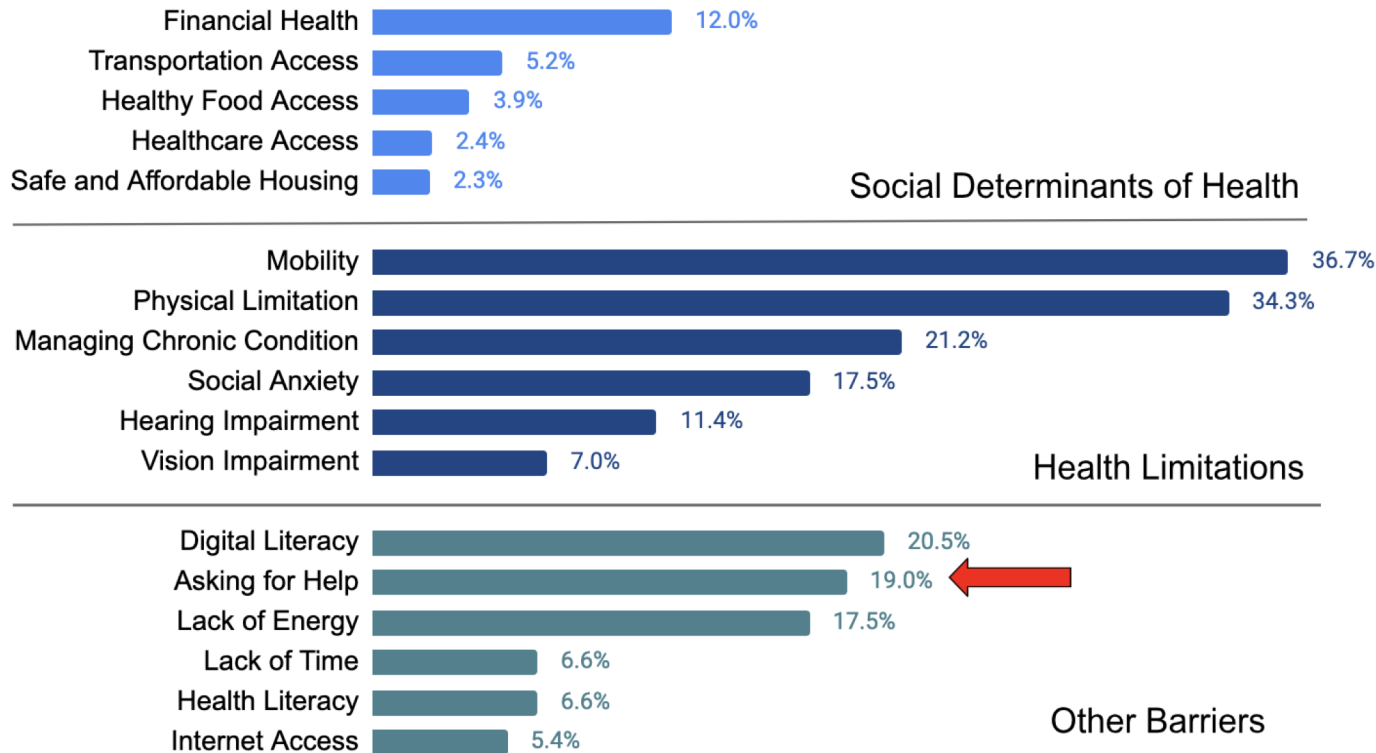


Priorities for health improvement slide (n= 3,055)

Which areas of health would you most like to improve? (Select all that apply) (n= 3,055)



Older New Yorkers: Personal Barriers to Aging Well (n= 1,039)



Prevalence	
# of Barriers	% of People
0	29%
1	18%
2	16%
3 - 5	26.0%
6 - 10	11%

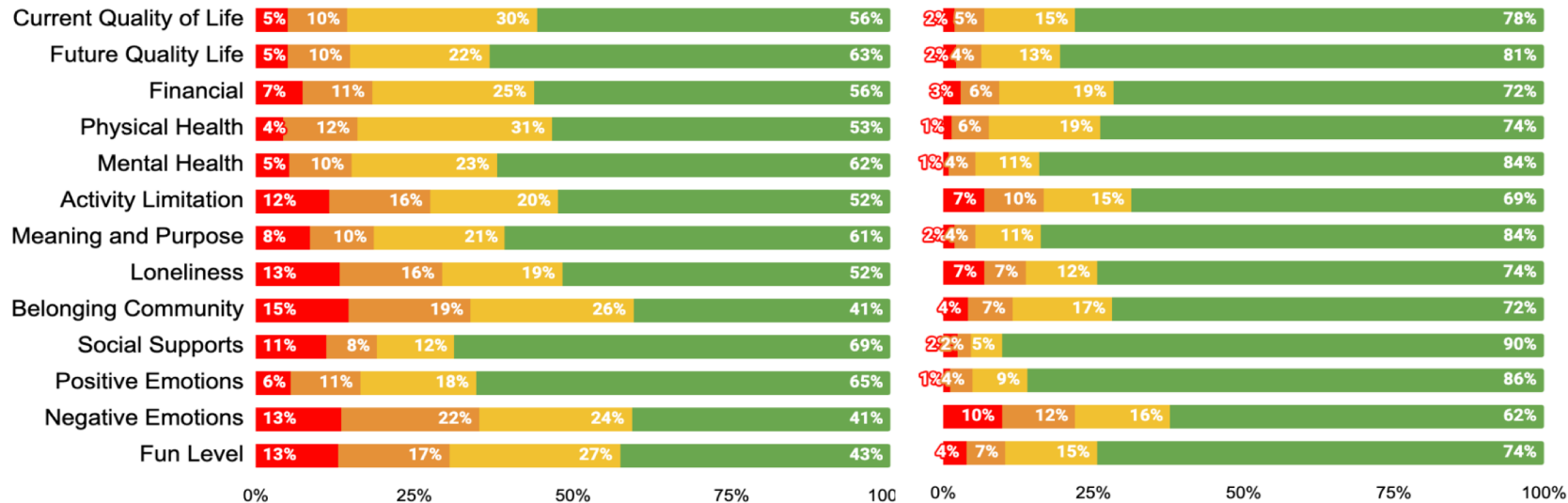


Finding: One-in-five older adults are “reluctant to ask for help when they need it.”

Reluctant to Ask for Help (n=589)

Not Reluctant (n=2466)

■ % Crisis ■ % Struggling ■ % Surviving ■ % Thriving



Insight: People who are reluctant to ask for help are doing significantly worse in every dimension of well-being.

Live Product Demonstration



Welcome to BetterAge

Thank you for participating in this survey. Our goal is to help you and others to achieve greater health and well-being. By participating, you also will help our organization to better understand and respond to the needs of community residents.

After you complete this 7-10-minute assessment, you will receive **Your Personal Health and Well-Being Report**. This report summarizes your overall well being, identifies your opportunities for improvement, and provides actionable recommendations to support your priorities.

This is a confidential report. You decide if you wish to share it with others and with whom.



1



Take 7-10 minutes to complete the assessment

2



Review how you scored in key areas.

3



Explore steps and take action to improve your well-being.

Link: <https://agingct.demo.betterage.net/login/>

Username: demo

Password: 83tt3rAg3!

Get Started

[Already started?](#)



BetterAge meets CareWorks

Inez Russell, Friends for Life, Waco, Texas

Measuring our success

Evaluation Method

The more we know about how our clients are doing before and during the time in our service, the better job we can do of evaluating ourselves and our ability to serve.



**Identify your strengths,
increase your well-being**

Start here

Log in with your account



LOG IN

By creating an account or logging in, you are accepting our [terms of use](#) and [privacy policy](#).

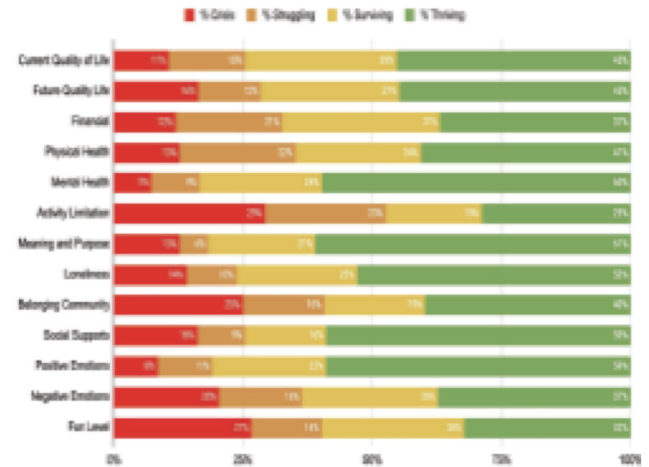
CareWorks

Personal Info	Requests	Assessment	Case Mgmt	Locations	Volunteer Info	Donor Info	Related Contacts	Construction	BetterAge				
Date	Overall	Future	Financial	Physical Health	Mental Health	Health Limits	Direction Purpose	Loneliness	Community	Negative Emotions	Positive Emotions	Social Support	Fun
9-26-2024	6	6	9	4	9	6	5	6	4	8	10	6	4
Improvement Areas		sleep, physical_activity											
3-25-2024	5	7	7	6	5	8	3	5	1	8	7	5	7
Improvement Areas		improve_nutrition											
9-27-2023	1	3	6	1	1	0	5	2	4	10	3	5	6
Improvement Areas		sleep, pain_management											

Picture Success!

Good Stuff in, Good Stuff out!

Homebound Clients (n=236)



CareWorks

- Designed for Volunteer Caregiving Organizations
 - Persons-served
 - Volunteers
 - Family Caregivers
 - Individual Donors
 - Friends & Neighbors
- Volunteer Coordination Online
- New BetterAge integration

Opportunities

Ventura County Behavioral Health

- All California Volunteer Caregiving Organizations

Michigan Health Endowment Fund:

- All Michigan Volunteer Caregiving Organizations

NVCN:

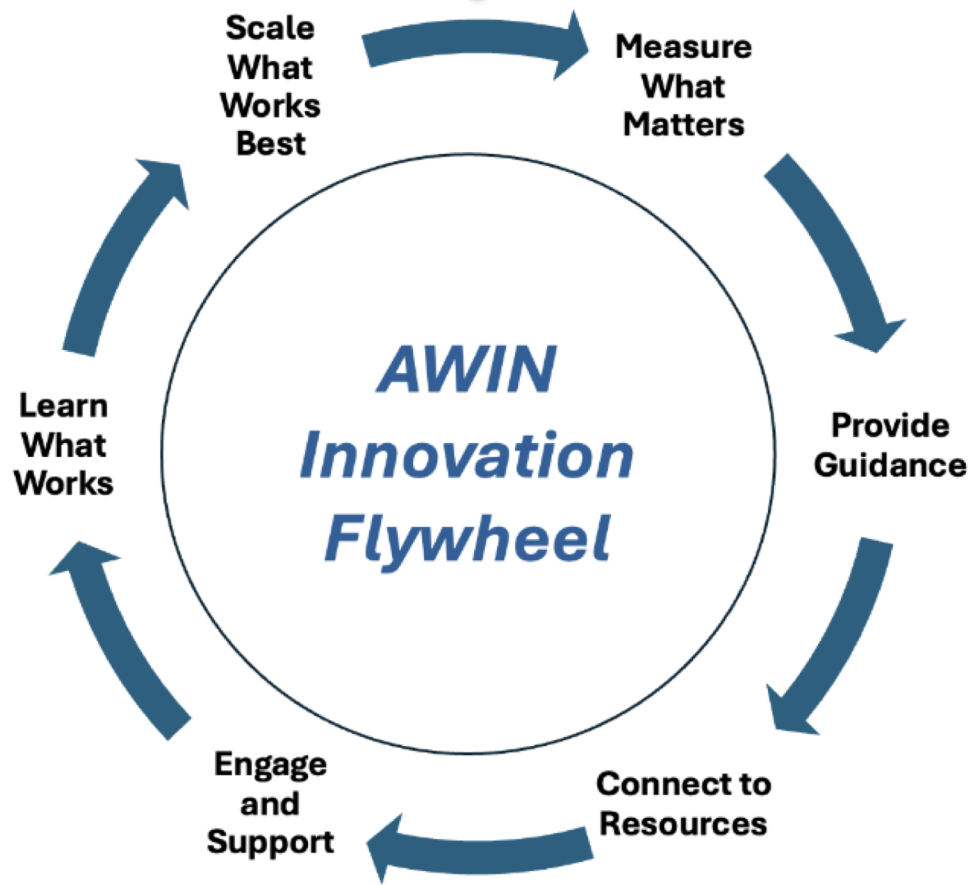
- Ten additional complementary CareWorks licenses are available

NVCN & BetterAge - Partnership Vision

Vision: NVCN and BetterAge will partner to improve the health and wellbeing of vulnerable older adults and people with disabilities and to help volunteer caregiving programs across the country to thrive.

Shared Goals: Help NVCN members to

- Measure and improve the health and well-being of older adults they serve, their volunteers and family caregivers.
- Develop new data and insights to inform individual and population-level interventions.
- Ensure standardization of approaches for measuring well-being and demonstrating impact.
- Make a more effective case for funding.
- Collaborate on local projects of national significance: e.g. reducing loneliness among homebound older adults.





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