



## ***Better Lives for Family Caregivers!***

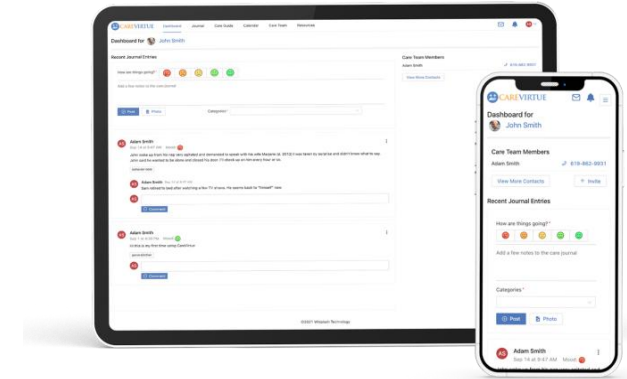
Empowering caregivers - and organizations - with technology to meet unique needs and preferences



**Christian Elliott, Co-founder & CEO**

## Who is CareVirtue?

- **Newest Member Palm Springs iHub!**
- **History:** Started in 2020 and based in Southern California
- **Origin:** Observations from Dementia Support Group
- **Achievements:** Multiple Grants from National Institutes of Health, Care Platform market launch, new products in development
- **Outlook:** Further partnership relationships with Community-Based Organizations, Area Agencies on Aging, State Public Health Units, Non-profits serving family caregivers
- **Research Support:** Indiana University School of Public Health and University of Wisconsin-Madison



| CareVirtue Technologies             | Description   | SDoH Target  | Status  |
|-------------------------------------|---|--|---|
| “Family Connection”                 | Online community and personalized dementia-friendly resources for rural caregivers                | Physical barriers<br>Infrastructure barriers             | <b>2023:</b> Research and Development   |
| “Legal and Financial Planner”       | Learning management, account organization, document vault, and care budget                        | Education<br>Economic Stability                          | <b>2022:</b> R&D and Validated Prototype<br><br><b>2023:</b> NIH-Sponsored Field Test and Market Launch |
| “Care Platform”<br>Caregiver Portal | Caregiver support and one-stop app for daily care notes, care guide, calendar, and local services | Social Isolation and Loneliness<br><br>Care Coordination | <b>2021:</b> NIH-Sponsored Validated Field Test<br><br><b>2022:</b> Market Launch                       |

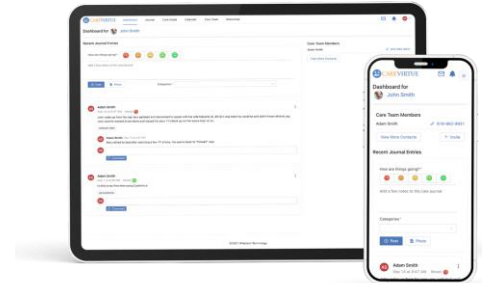


## Why are Organizations Working with CareVirtue? *To Improve Caregiver Support.*

*“The beauty of all of it, **CareVirtue saves staff time, creates efficiency, and improves caregiver support.** It allows our staff to focus on more value-added activities...”*

~ CEO of Community-based Organization

Organizations are partnering with CareVirtue as an evidence-informed technology platform, to **improve caregiver outcomes** using an innovative model that streamlines caregiver access to highly relevant tools and resources, support from their trusted friends and family, resulting in meaningful interventions and improved efficiency for the organization.

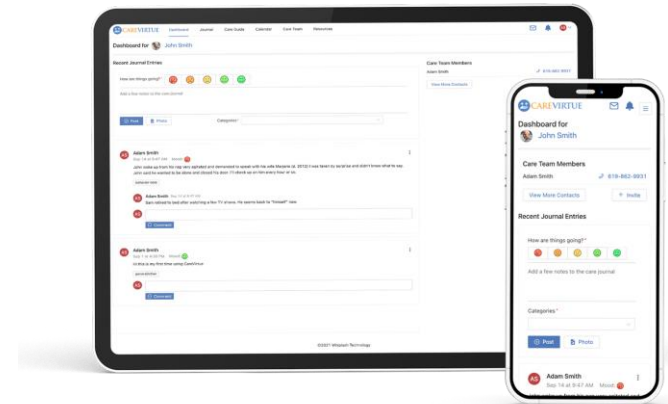


## Research Partnership Outreach

- Research Recruitment – Dementia Family Caregivers
- Initial need: Sept/Oct 2023, Future: 2024-2025
- Budgets for recruitment partners and participants

## Caregiver Portal for Organizations

- All-in-One app for family caregivers
- Partner tools to add relevant resources and events
- Family plan accounts include six care team members
- Open to Coachella Valley organizations!





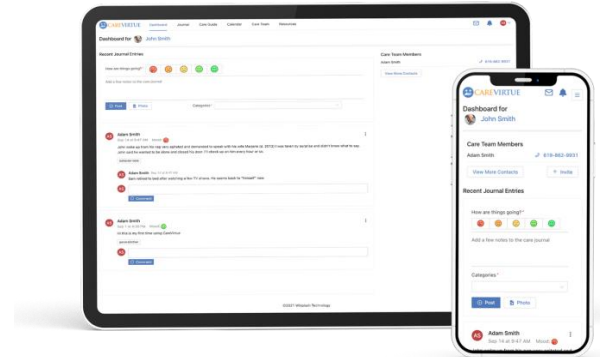
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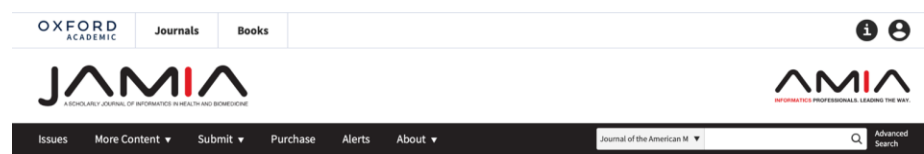
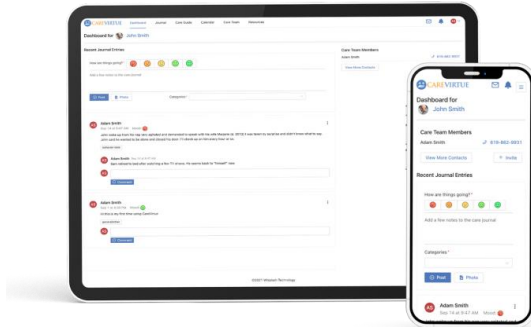
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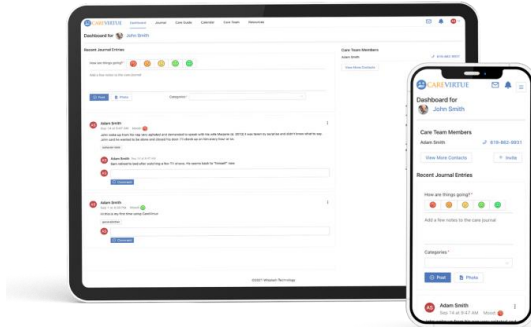


## **“It made me feel like I wasn’t alone in the darkness”: Exploring dementia care network communication and coordination through a digital health platform**

Anna Linden; Anna Jolliff; Deryk Gonzalez; Priya Loganathar;  
Christian Elliott; Matthew Zuraw; Nicole E. Werner, PhD\*

- *“Caregivers felt the journal was useful at the **individual, care network, and relational levels**”*
- *“The **usefulness** of this shared communication and coordination platform included individual and care network level benefits”*
- *“Care networks used the journal for: 1) information acquisition, 2) information sharing, 3) strategy development, and 4) information feedback.”*
- *“These findings point to the **importance of caregiver-centered technologies** that support both the individual primary caregiver and the care network”*

[“It made me feel like I wasn’t alone in the darkness”:  
exploring dementia care network communication and coordination through a digital health platform](#)



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Preprints (earlier versions) of this paper are available at <https://preprints.jmir.org/preprint/36975>, first published February 01, 2022.

## A Web-Based Platform (CareVirtue) to Support Caregivers of People Living With Alzheimer Disease and Related Dementias: Mixed Methods Feasibility Study

Justin J Boutilier<sup>1</sup> ; Priya Loganathar<sup>1</sup> ; Anna Linden<sup>1</sup> ; Eleanore Scheer<sup>2</sup> ; Sofia Noejovich<sup>1</sup>   
 Christian Elliott<sup>3</sup> ; Matthew Zuraw<sup>3</sup> ; Nicole E Werner<sup>1</sup> 

- *"This study establishes the **acceptability** and **feasibility** of CareVirtue use among care networks"*
- *"The results indicate that CareVirtue was perceived as **highly usable and useful**"*
- *"Participants were **confident** in using CareVirtue"*
- *"CareVirtue is useful across multiple dimensions including **reducing burden** associated with logistics and organization; **providing emotional and social support**; and facilitating documentation, tracking, and **awareness** across the care network"*
- Specific categories of usefulness outlined: connection, documentation and tracking, emotional catharsis, organization, coordination, awareness, reduced burden, and support

[A Web-Based Platform \(CareVirtue\) to Support Caregivers of People Living With Alzheimer Disease and Related Dementias: Mixed Methods Feasibility Study](#)