



*Tualta is a health & wellness platform
for caregivers of aging loved ones.*

About Tualta

Tualta Care Network is a tech-enabled platform that educates and supports family members that are caring for aging loved ones. By delivering education & training, community resources, and advisory services that are tailored to the specific needs of the caregiver and his or her care recipient, Tualta's program achieves two critical outcomes – it reduces the onerous burden of caregiving, while improving care of seniors in their own homes.

Tualta is partnering with large employers that want to reduce the impact of the caregiver burden on their employees. Caregivers are more likely to miss work or become distracted, reduce their productivity and even retire early as they struggle to manage work and caregiving duties. These workplace impacts have real costs - experts estimate that an employed caregiver can cost an organization more than \$2,000 per year.

The Family Caregiver Burden

Caregiving is not an easy task. A typical caregiver spends an average of 24 hours per week on caregiving duties and incurs an average of \$7,000 in out-of-pocket expenses per year. Caregivers are time pressed, burdened with complex decisions and unexpected and often unaffordable costs. From a recent study of caregivers of older adults in the US, the AARP found:

- *On average, caregivers spend 24.1 hours a week providing care, with 22% providing 41 or more hours of care each week*
- *Six in 10 assist with medical/nursing tasks, of those 43% did so without any prior preparation*
- *More than eight in 10 caregivers of someone 50+ say they could use more information or help on caregiving topics. Caregivers most commonly want information about keeping their loved one safe at home (43%) and about managing their own stress (42%)*

Trualta's Content Partner Program

We believe that caregiver enablement starts with education. While training programs exist for home health aides or nurses to help manage elderly care, family members rarely have access to training despite providing 80-90% of long term care to aging seniors. Caregivers often don't have a reliable resource for caregiving topics, and have to "Google" search various questions, parsing results for credibility.

We are building a partner network of well-researched, best-in-class educational content that can be accessed by untrained family members that find themselves overwhelmed with caregiving responsibilities. Our content covers general health information as well as disease-specific training. Our content is actionable and impactful, not theoretical. It is also not limited to

healthcare – there are practical topics like 'home retrofit for injury prevention' or 'legal documents for end-of-life-planning' that extend beyond health and wellness, but are important to caregivers.

As we build this network, we are exploring different business models based on the amount and type of content provided by partners. We are open to purchasing content as well as licensing arrangements. We are also looking for partners to design and develop custom content. We deliver educational content to caregivers in-person as well as online. Our eLearning system is secure and highly responsive. We understand the importance of maintaining the integrity of existing educational content, and work closely with partners to adhere to accreditation standards and other requirements.

Priority Topics for Trualta

We are looking for relevant content on the following topics:

- Cancer Care
- Caring for the Caregiver
- Dementia Care
- End-of-life Care
- Financial & Estate Planning
- General Frailty
- Healthy Heart
- Medication Management
- Mobility
- Nutrition
- Palliative Care
- Personal Care
- Safety & Injury Prevention

Let's Discuss

If you have educational content for the topics listed, please reach out to jonathan@trualta.com. Please provide a description of the topics, format (text, images, video, visualization, etc.) and length. We will respond within 24-hours to set up a discussion.