



TRUALTA

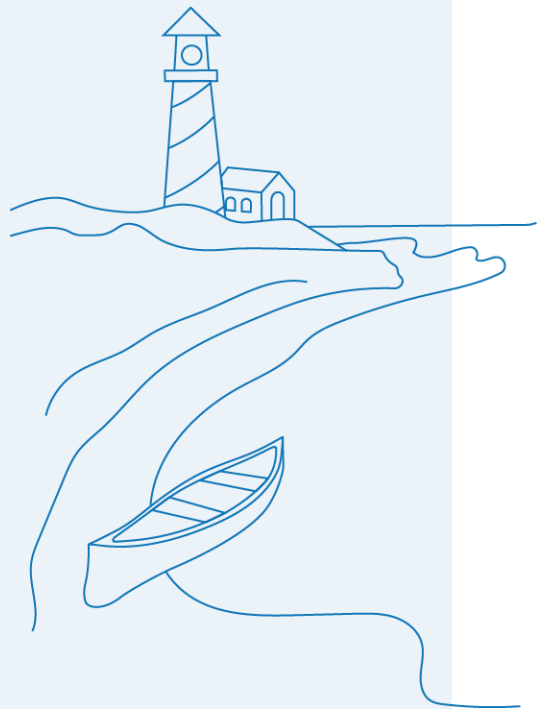
Trualta Demo for Utah

November 7, 2024

ABOUT TRUALTA

A flexible caregiver engagement platform to help families build skills, increase confidence, and feel less alone.

- **Easy to navigate, holistic approach to caregiver support** with multiple types of content (video, audio, eLearning, print) and social connections
- **Scalable, on-demand**, intervention available 24/7 in English & Spanish
- **Dedicated, white-labeled platform** for your plan to add custom content, connect members to local or plan-specific resources, and monitor usage
- **Evidence-based approach with proven outcomes** for caregivers





Engagement

Proactive outreach & webinars

Micro-assessments

Support

Chat Room

Caregiver Support Groups

Skills-training

Education

Certifications

Branded, dedicated learning portal

Local resources and events and support

Professional-level training, adapted to an untrained audience

Mobile friendly

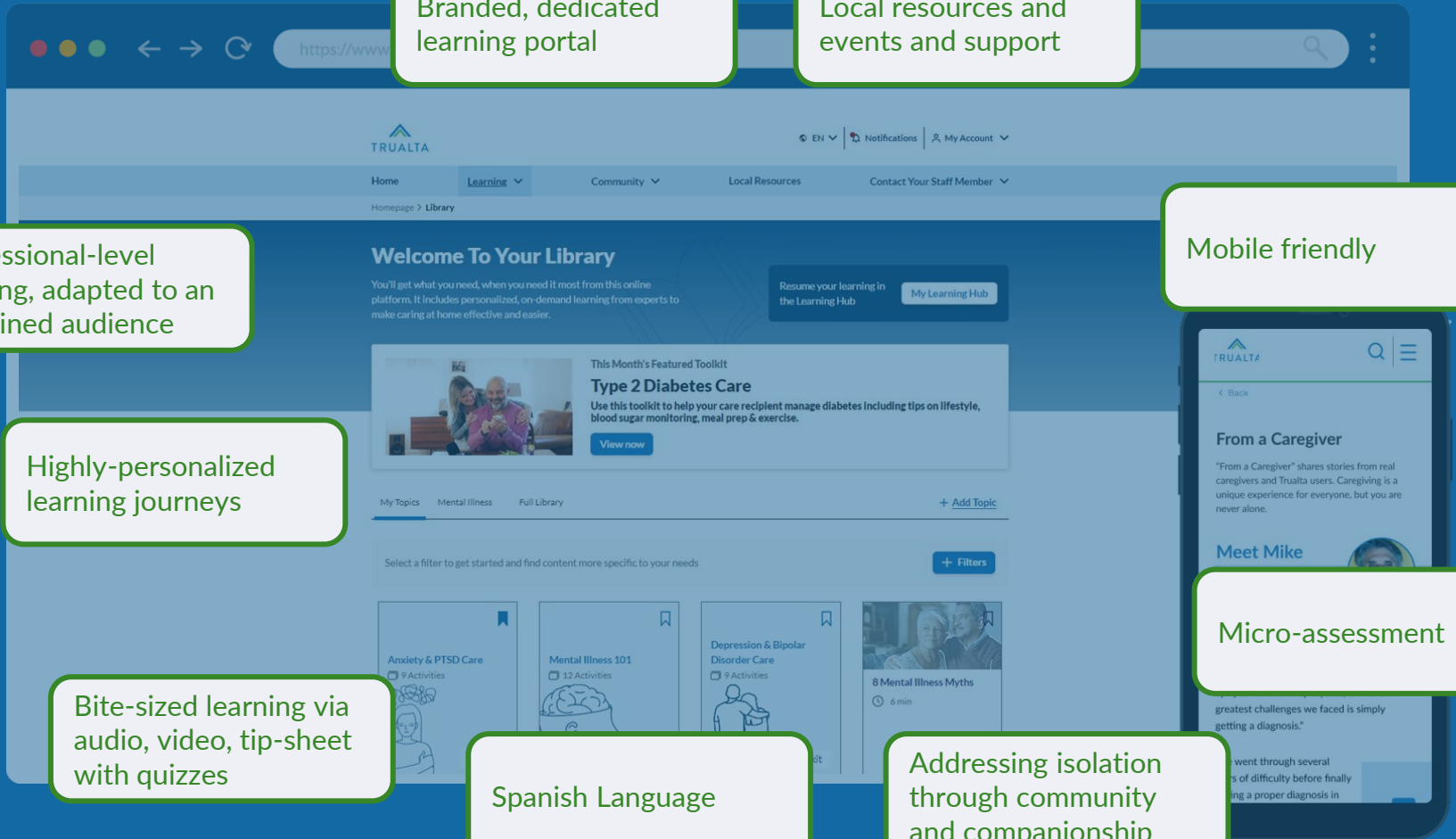
Highly-personalized learning journeys

Bite-sized learning via audio, video, tip-sheet with quizzes

Spanish Language

Addressing isolation through community and companionship

Micro-assessment



Trualta's Skills Based Library



 **Evidence based**

Key Competencies:

Responding to Behaviors
Initiating Activities
Managing Symptoms
Planning for the Future
Preventing Injuries
Navigating Healthcare Visits
Promoting Caregiver Wellness

Content Across the Lifespan:

Aging
Alzheimer's & Dementia
Intellectual and Developmental Disabilities
Stroke
Diabetes
Parkinson's
Heart Health
Lung
Kids

Micro learning in multiple modalities (Audio, Video, eLearning & Print)

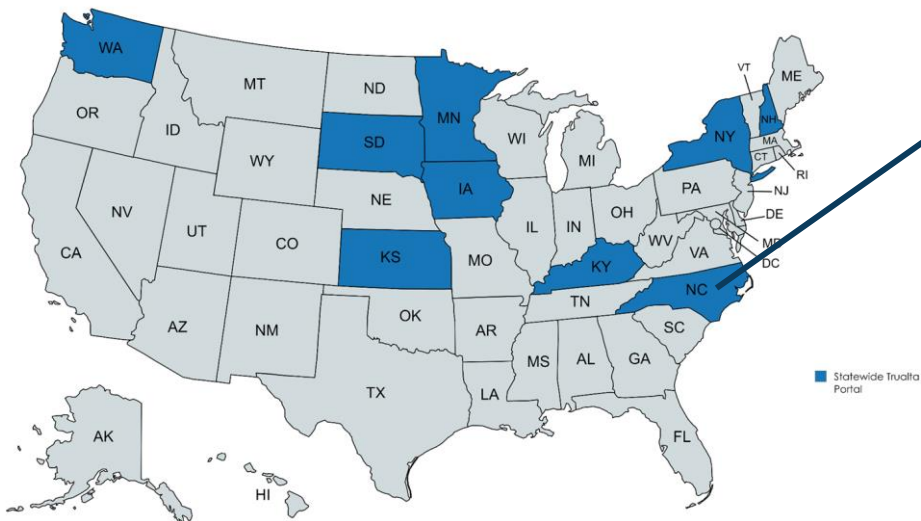
English & Spanish Language*

ADA Compliant targeting grade 5 reading levels

Expert-led & developed by licensed professionals

We currently partner on nine statewide caregiver initiatives

Statewide Caregiver Resources Powered by Tualta



NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES

North Carolina
Caregiver Portal

Powered by Tualta

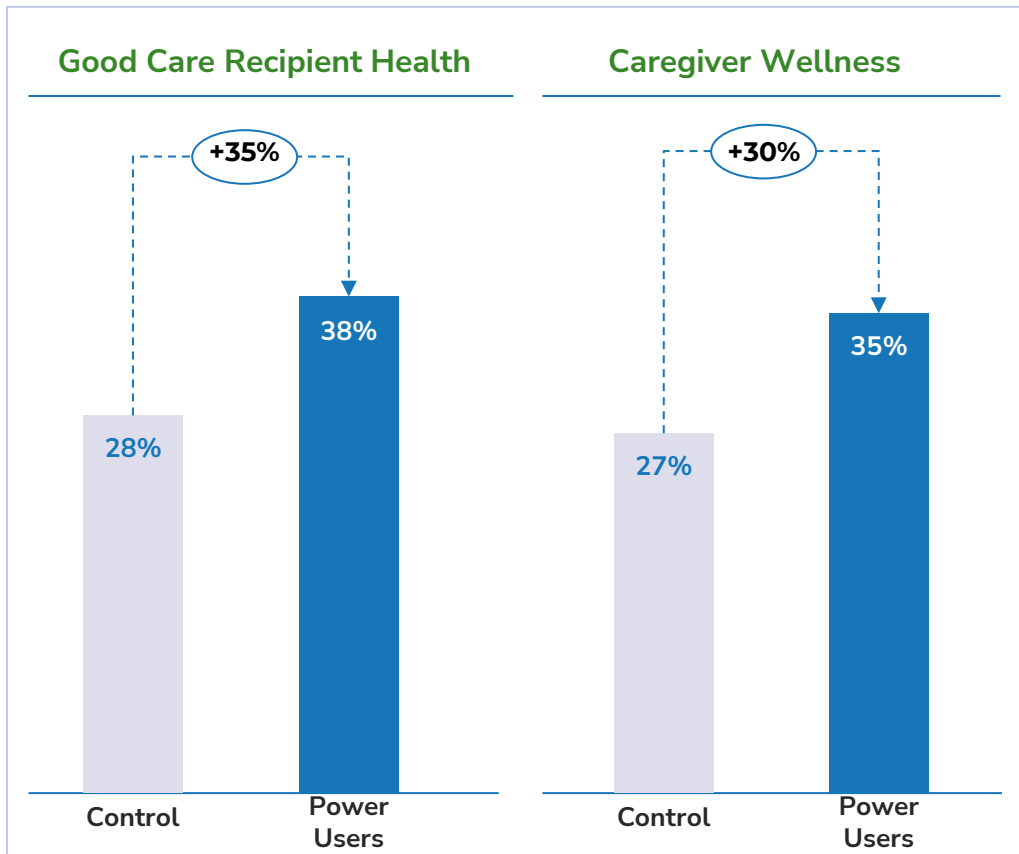
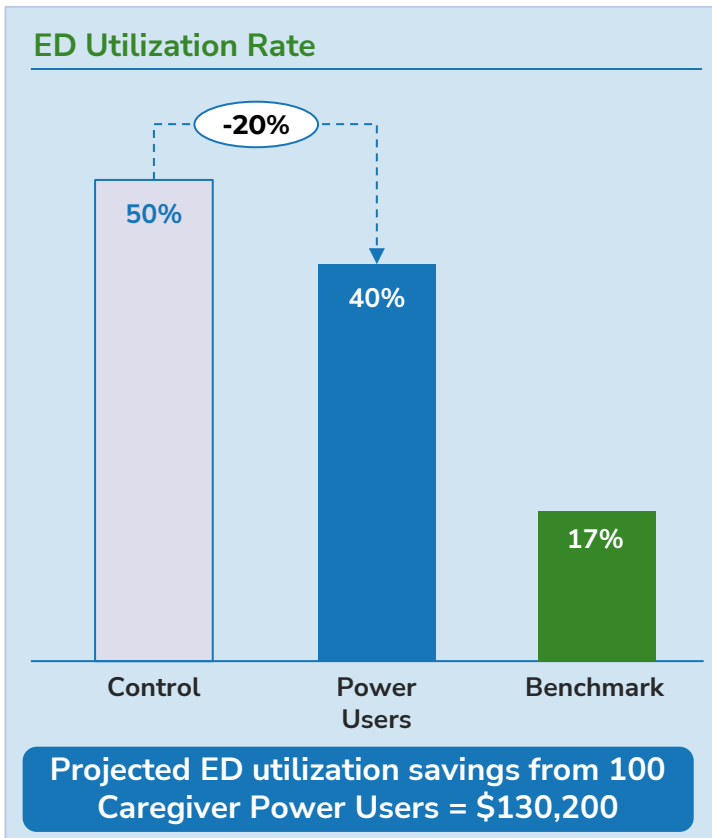
Developed a new brand to enable statewide marketing initiatives, including press releases, digital marketing, hosted online “Tualta Talks” sessions, and partnership with NCAA basketball

17,000 content views, 2,200 registered caregivers and 77 AAA staff members

All AAA’s represented in the portal, with strong coordination from local NFCSP and Project CARE (statewide program for dementia caregivers)



Primary & Secondary Results



Source: Benchmark is % of Americans age 65+ hospitalized each year from the CDC.

Trialta's Unique Approach



We are a team of passionate caregiving advocates with a shared goal to provide Better Days for Every Caregiver

1. **Engage and activate caregivers** through personalization, finding the right content & support to meet their needs throughout their caregiving journey
2. **Scalable, high-touch support** for caregivers that need one-on-one help - and share urgent concerns with plans
3. **Deliver results**, including engagement, satisfaction and evidence-based outcomes
4. **Provide evidence-based learning**, enabling confident caregivers and reducing burnout

Funding Pathways

States take a variety of approaches to fund Trualta

Trualta is primarily funded through Title III-E Funding

- ◆ American Rescue Plan & CARES Act Funding
- ◆ Title III-D. Trualta is an evidence-based program according to the ACL's evidence-based program criteria listed on its website. With Trualta's recent publication in the Journal of Alzheimer's Disease Reports, we have met the five criteria for the evidence-based designation.
- ◆ Grant funding (ex: ADPI)
- ◆ Multiple agencies partner for one portal (like “We Care KY”)



Appendix



A. Educate and Support Family Caregivers

Goal 1: Promote and resource the Utah Family Caregiver Plan

Trualta can host Utah Family Caregiver Plan resources on a custom Utah caregiving portal (ex: utah-caregivers.com). All content (articles, videos, outside links, SCORM files, etc.) as well as local events (seminars, webinars, flu shot clinics, etc.) can be updated and controlled by the Utah team. Staff will also have access to backend reports and dashboards to allow for easy, statewide tracking to measure engagement on all resources.

A. Educate and Support Family Caregivers

Goal 2: Support and Promote Awareness and Adoption of the National RAISE Act

RAISE Objective

How Trualta Can Support

#1

Increase awareness and outreach



- ✓ Enable caregiver self-identification
- ✓ Partnership in 31 states with payers, providers, CBOs, and tribes
- ✓ Host local resources on platform
- ✓ Culturally competent Spanish and LGBTQ+ content

#2

Build partnerships and engagement with family caregivers



- ✓ Evidence-based intervention
- ✓ Community capabilities to reduce isolation
- ✓ Continuous advisory and testing with caregivers

#3

Strengthen services and supports



- ✓ Person-centered learning approach
- ✓ Skills-based training across complex conditions + lifespan
- ✓ Partnerships with FMS to build workforce

#4

Ensure financial & workplace security



- ✓ Documents and decision making content
- ✓ Thought leadership to build supports for working caregivers at the state and federal level

#5

Expand data, research, and evidence-based practices



- ✓ Constant caregiver and partner research
- ✓ Real-time caregiver analytics

B. Protect Health and Well Being of Patient

Goal 3: Support ADRD and other training requirements for service providers

- ✓ Tualta's [Caregiver Essential Certification](#) is accredited in 40 states and can be leveraged by service providers
- ✓ Tualta's broader skills-based library covering key competencies

Key Competencies

- Responding to Behaviors
- Initiating Activities
- Managing Symptoms
- Planning for the Future
- Preventing Injuries