

HELLO!

care_joe

HE MAKES THE RESTHOME A LIFEHOME

e.care

YOUR BEST ALLY



RESTHOMES GO LIFEHOMES

Why should we care?

SITUATION

In France, more than **a million** people are **over 85 years old**. In 2050, there will be 4,5 millions of them (including our own parents). Further, more than 20 millions people will be over 60 years old by 2030.

MARKET

The **Silver Economy** is expected to create more than 300 000 jobs by 2020. This represents more than 150% growth on the elderly's labor market.

Therefore, there is an **urgent need** regarding the elderly care, in terms of housing, living conditions, and medical care. We will need to adapt their living place to their will and autonomy of living.

KEY INDICATORS

- **Severity %** More than $\frac{3}{4}$ of EHPAD's occupants suffer from a cardiovascular pathology, while 42% of them suffer from a brain disease. Overall, 730 000 elders are currently living in a French EHPAD.
- **Urgency %** The number of elders is increasing rapidly, so it is urgent to adapt EHPAD means to this rapid growth and to forecast the elders' needs



Elders' abuse in EHPAD, is not due to medical staff meanness. Rather it is **a consequence of EHPAD overbooking and bad working conditions for its staff**. More, there are not enough of them to take care of the elderly's increasing demand.

Our solution

Improving time, quality and cost efficiency for the sake of the labor force



improvement of the elderly's living conditions in EHPAD

OUR GOAL

Prevent their **abuse** and **isolation**

HOW?

By **upgrading working conditions** and by **raising awareness** thanks to Carejoy.



Our solution

Creation of an app, in order to:



Monitor each patient's visitor and well-being: the platform will send **automatic notifications** to their relatives, to keep them informed about how they are doing and to remind them to visit their relative on a regular basis.



Recruit temporary labor when specific needs come up, especially when medical staff is overwhelmed.



You Can Trust Us

A solution designed both for and by the elderly and their medical staff.

YOU CAN TRUST US



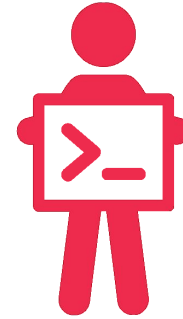
ELDERS' FEEDBACK

Select a smiley to define the service provided by the person that has been assigned to them. If their review is positive, EHPAD might reemploy and assign the same student to the same patient.



MEDICAL STAFF

Launch a survey to acknowledge what are the issues that they currently identify, to prioritize our target.



ELDERS' RELATIVES

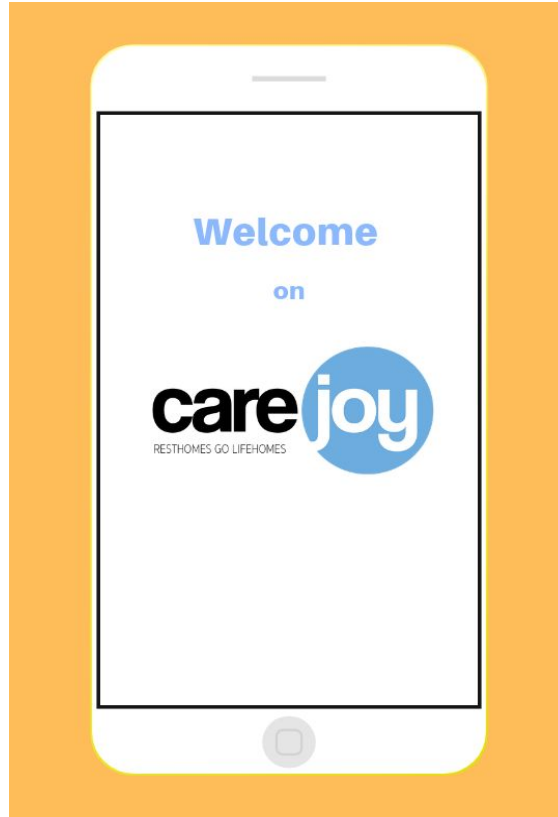
Raise their awareness, we clearly highlight the health impacts for the elderly of such bad living conditions, such as lacking deshydratation and hygiene.



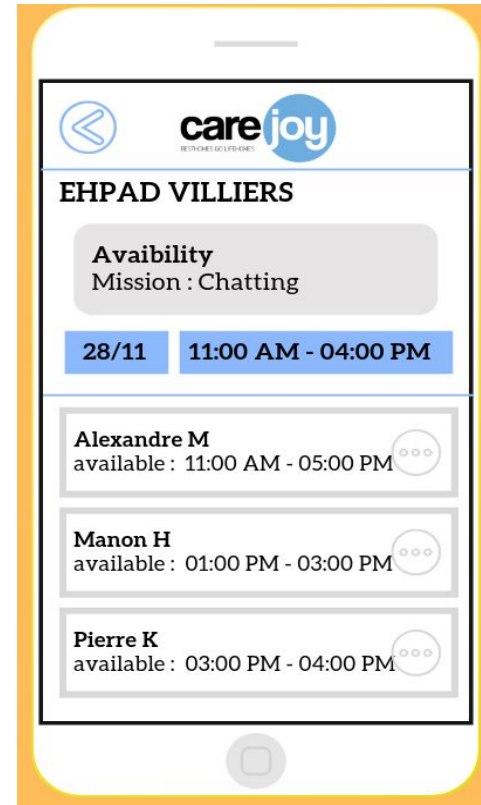
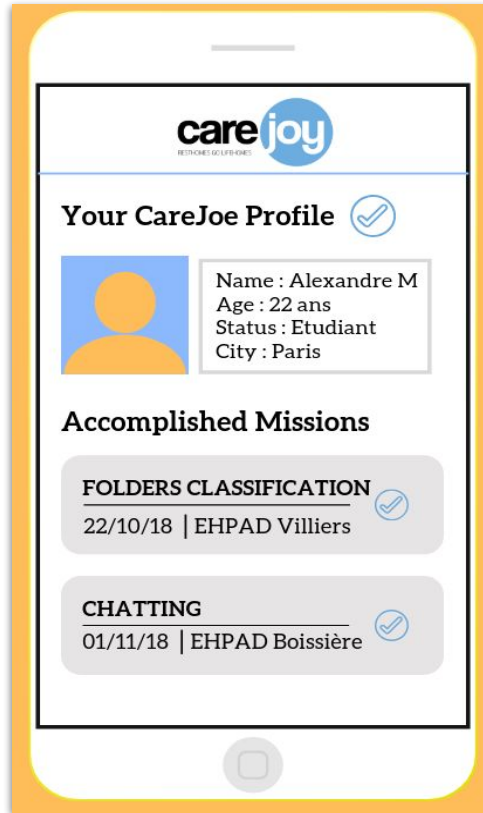
SOCIAL BENEFIT

Employing people seeking a job or who need to earn additional revenues will generate a positive and efficient allocation of labor.

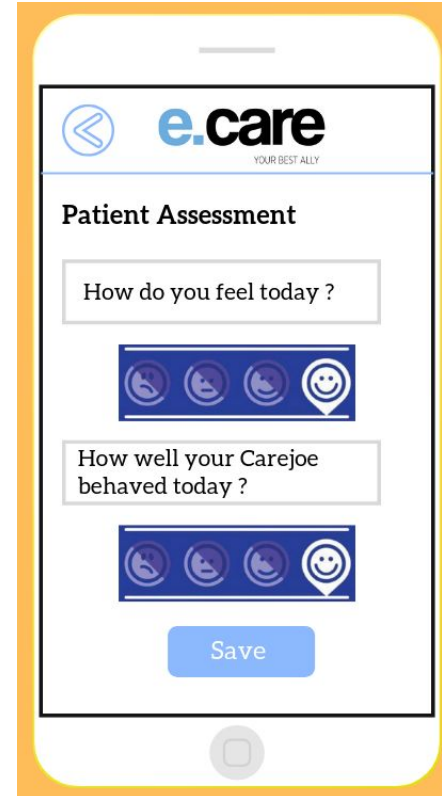
Carejoy app










CareJoe Account



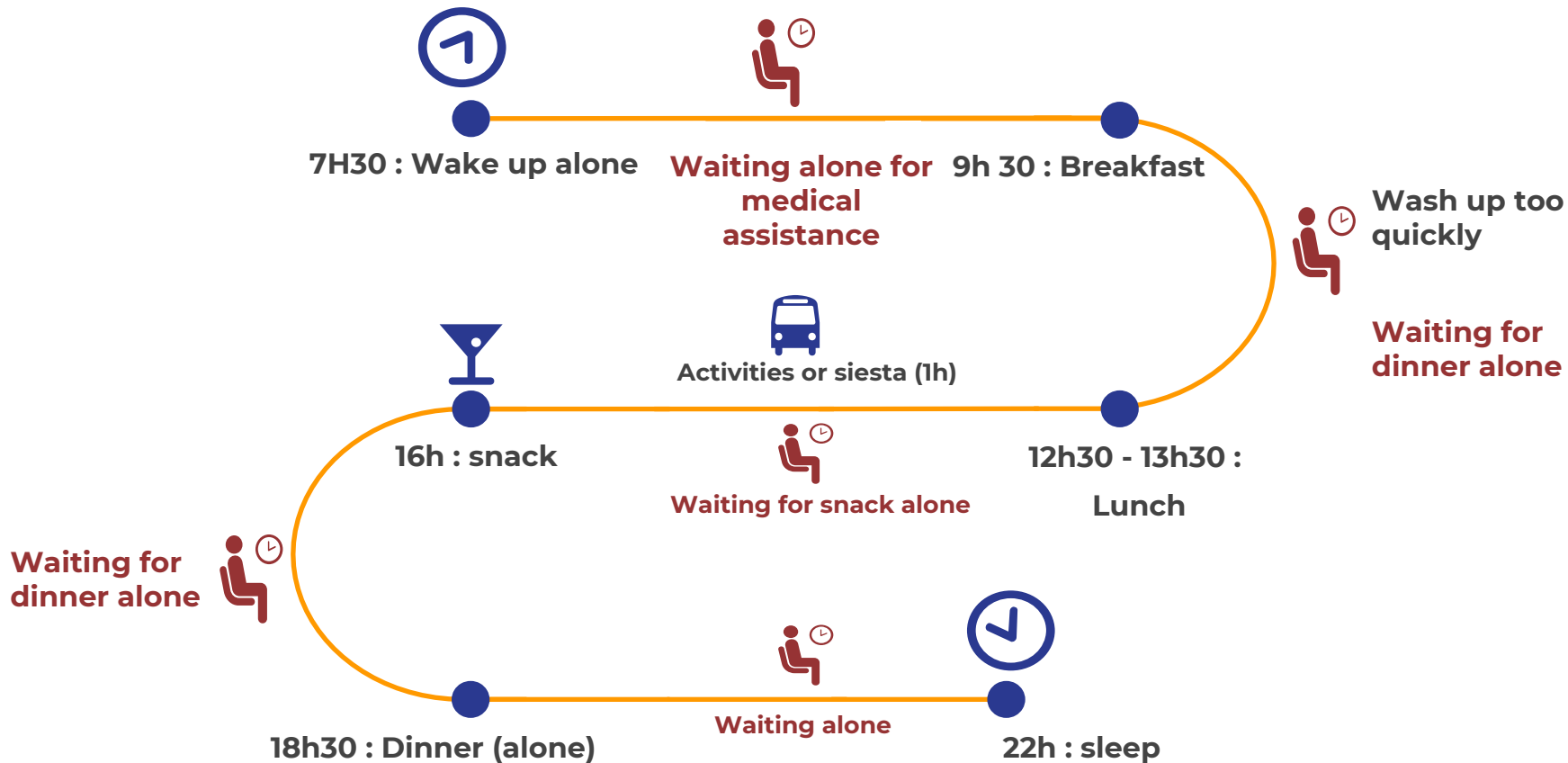
e-Care: medical staff account



Canvas business model

<p><u>Key Partners</u></p> <ul style="list-style-type: none"> • Freelancers: no one in the team has competencies in app development. It is then essential for us to outsource this crucial step. • Tierce maintenance: the service must be available 24/7. So, we have to outsource the maintenance in order to prevent from any bugs or hacks. 	<p><u>Key activity</u></p> <ul style="list-style-type: none"> • Design an ergonomic and intuitive platform • Source students ready to work for EHPAD 	<p><u>Value of proposition</u></p> <ul style="list-style-type: none"> • Flexibility in a context of labour shortage : tasks previously undertaken by nursing assistants, can now be done by temporary student workers (meal services, surveillance, activities). • Datas: EHPAD have now a tool to monitor customer needs, who's wishes adapt effectively their offer • Create a tripartite relationship between EHPAD, the elder and their family; 	<p><u>Customer relationship</u></p> <ul style="list-style-type: none"> • Each EHPAD will have a training induction • Customer relationship will also be automatized through the platform (chatbox, e-training to teach them how to use the app) 	<p><u>Customer segmentation</u></p> <ul style="list-style-type: none"> • Our targets are the EHPAD (7400 of them are located in France) • This segment might be divided into two sub-segments (B2B) <ol style="list-style-type: none"> 1) Private EHPAD 2) Public EHPAD 
<p><u>Cost structure</u></p> <ul style="list-style-type: none"> • We have mostly fixed costs (R&D and sales force employees) the strategy is to reduce the marginal cost by embracing a large number of customer 		<p><u>Stream Revenue</u></p> <ol style="list-style-type: none"> 1) Each EHPAD will pay an annual fee in order to use the app 2) Each time an EHPAD hire temporary workers we will charge a 15% fee 		

Past for Patient



Past for medical staff



6H30 - 7h30 :
Staff



Medical assistance



9h 30 :
deliver Breakfast



Wash up
15 minutes
max per
patient



16h :
deliver Snack



Cleaning the room
+ finishing wash up
instead of taking
care of the patients



12h30 - 13h30 :
deliver Lunch



Cleaning the room
instead of taking
care of the patients



18h30 : deliver Dinner



Night : monitor patient

Thanks to Carejoy : Patient



7h30

9h30

Wake up + Breakfast
thanks to a carejoe



Wash up
+
Activities



16h : snack

Activities + siesta

12h30 - 13h30 :

Lunch

Discussions/
debates
thanks to a
carejoe



18h30 : Dinner (alone)



22h : sleep

Thanks to Carejoy : medical staff



7h - 7h30 :

Staff quickly thanks to data
collecting in the app



Medical assistance



Wash up :
Can take the
required
time



16h :
Snack

Take care of the
patients + cleaning
the room (help by a
carejoe)



12h30 - 13h30 :
Lunch

Discuss with
patient and
give the
required
medical
assistance



18h30 : Dinner



Night : monitor patient