YourLife | YourWay
A Personalized Aging Plan
The Idea

• A personalized multi-modal consumer-driven platform for linking education, information, and resources to solve the needs of an aging population (One-stop-shop)
• Think Match.com meets Uber meets Angie’s List
• Links older adults to service providers (paid and volunteer) who can meet their needs--software platform outputs suggestions for the user and their ratings
Innovation: A *personalized* aging plan

- Senior-driven & self-directed: Promotes autonomy
  - User decides what s/he needs
- Goal-based decision-making around aging well: starts as a conversation with the user
- Includes a rating-system for vetting service providers
- Multi-modal delivery
Barriers

• Challenge of using a mobile platform: need a friendly interface
• How do we balance a paid versus a volunteer workforce?
• Need to keep it simple
• Funding?
Open Questions and Feedback

- Is this appealing to you?
- What do you think is the best way to deliver this service? Over the phone? Online? Face-to-face?
- How do you define what your needs are?
- How do you define “consent”?
- What drives you to take action to enlist a service provider to help you? What information would you need to know to make a choice?
### INNOVATION NAME: YourLife | YourWay

#### What are the barriers?

1. People feel they don’t need any help--denial
2. Caregivers are overwhelmed
3. One-sized fits all approach won’t work
4. Some people will never agree to receiving help from others
5. Negative orientation to receiving any form of care

#### What are the unanswered questions?

1. How can you reframe the conversation to encourage buy-in from older people who need care?
2. What is a fair employment model for care providers?
3. How do you get qualified caregivers?

#### How can policies reduce barriers?

1. Tax incentives for using services b/c they ultimately reduce healthcare costs: “caregiver” tax credit--modeled after the child care tax credit
2. Parity--services for older adults should be on par with those for children
3. Affordable housing subsidy to allow older people to live in private homes with friends and family
4. Independent contractor vrs. employee model

#### What further research is needed to answer these questions?

1. Look at child care services as a model
2. Look at other countries as a model
3. Training, licensing, and compensation for care providers
4. How can we encourage people to become care providers as a career path--incentives?
5. Can we train family members on ways to address caregiving for aging parents?--payment through a Medicaid demonstration program
6. Funding for research on cost-effective care-delivery models