Solving the Caregiving Crisis

The Problem:

With 10,000 people turning 65 each day in the USA alone, the population is living longer.* And sicker.

70% of those people turning 65 will suffer a long term care event requiring assistance from another human being.

5.5 million people in the US have dementia of the Alzheimer's type.**

* http://www.pewsocialtrends.org/2010/12/20/baby-boomers-approach-65-glumly/

**Of the estimated 5.5 million Americans living with Alzheimer's dementia in 2017, an estimated 5.3 million are age 65 and older and approximately 200,000 individuals are under age 65 and have younger-onset Alzheimer's. One in 10 people age 65 and older (10 percent) has Alzheimer's dementia (https://www.alz.org/facts/)
Worldwide, around 50 million people have dementia, and there are nearly 10 million new cases every year. Alzheimer's disease is the most common form of dementia and may contribute to 60–70% of cases. (http://www.who.int/mediacentre/factsheets/fs362/en/)

Who Cares?

About 15.7 million adult family caregivers care for someone who has Alzheimer's disease or other dementia.*

The majority of caregivers (82%) care for one other adult, while 15% care for 2 adults, and 3% for 3 or more adults.**

Approximately 39.8 million caregivers provide care to adults (aged 18+) with a disability or illness, or 16.6% of Americans.**

*Alzheimer's Association. (2015). 2015 Alzheimer's Disease Facts and Figures.
**National Alliance for Caregiving and AARP. (2015). Caregiving in the U.S.

Who Dies?

Elderly spousal caregivers (aged 66–96) who experience caregiving-related stress have a 63% higher mortality rate than non-caregivers of the same age.*

"Medical errors" in hospitals and other health-care facilities are incredibly common and may now be **the third-leading cause of death** in the United States — claiming 251,000 lives every year, more than respiratory disease, accidents, stroke and Alzheimer's.**

*https://www.caregiver.org/caregiver-health

**https://www.washingtonpost.com/news/to-your-health/wp/2016/05/03/researchers-medical-errors-now-third-leading-cause-of-death-in-united-states/?utm_term=.fc758ecef9a3

Who Pays?

Family Caregiving is a $500 billion industry.*

It has a negative impact on employee productivity, costing businesses $17.1 to $33 billion annually.**

This doesn't begin to address the cost in health of the caregivers.

*https://www.aarp.org/caregiving/financial-legal/info-2017/family-caregiving-costly-jj.html

** https://www.caregiver.org/caregiver-statistics-work-and-caregiving

Our Mission

- End the current cycle of misery and impoverishment
- Enable quality of life through education and implementation
- Establish a data collection system that is secure, HIPAA compliant, enabling premium self-care, enlightened caregiving, effective and timely treatment, as well as research data that can lead to cures and new enabling technologies
- Facilitate collaboration between medical and professional communities and the consumers they serve
- Keep people at home where they thrive longer

Approach: Form a COMMUNITY

Today, social media provides new ways to connect and build virtual institutions, enabling us to address societal problems of planetary scale in a time-critical fashion.

Advances in artificial intelligence, machine learning, and computer optimization help us reimagine human problem-solving.

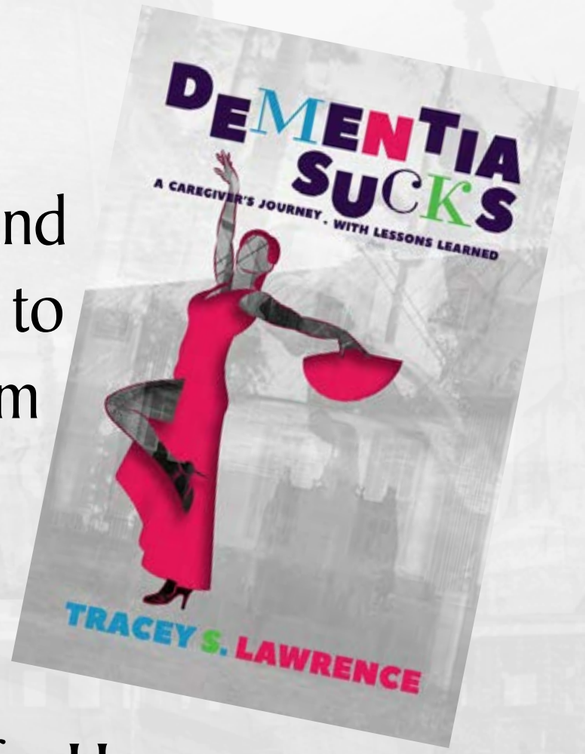
Our concept is to use this **Community model** that brings all interested and appropriate individuals and organizations together to work collaboratively on the solution. Sharing of data, insights, methodologies and other ideas will be accessible to all. Information gathered will be maintained under HIPAA compliant standards.

Technologies

- Existing collaborative web platform (20 years, 2 million users)
- Wearable health-monitoring devices
- Telemedicine-enabled environment
- Solid education-delivery system with expert, custom content, for consumers and professional certifications training
- Web-conferencing for caregiver support and education
- Call Centers for member intake, triage, care management
- Block chain data mining and management

Who Are We?

Tracey Lawrence is an educator, innovator, disruptor and entrepreneur. Her journey as a serial caregiver led her to found Grand Family Planning, LLC and create Optimum Health Society LLC.



Tracey shows clients the power of being proactive. She saves lives and legacies in a climate that lengthens human lives without addressing quality of life. Her team-based approach simplifies a daunting and complex process. Tracey's book, *"Dementia Sucks,"* published by Post Hill Press, May 15, 2018 is available everywhere fine books are sold.

Who Are We?

Steven Earle is an innovative, energetic leader with extensive experience aligning global organizations with key business objectives and achieving dramatic bottom-line results. He brings a strategic business sense with a substantial background in Call Centers, Service & Support, Training Development and Implementation, Operations, Manufacturing, Planning and Negotiations. A seasoned executive whose capabilities transcend traditional boundaries, he provides out-of-the-box thinking and solution development, and is adept at mitigating risk, infusing new ideas and launching and implementing new products. Steven is CIO of Optimum Health Society LLC.

What Are We Looking For?

- Partners in Government and Industry
- Funding
- New enabling technologies

Thanks for Your Attention

Tracey S. Lawrence
tracey@grandfamilyplanning.com
https://www.linkedin.com/in/traceyslawrence/
973-962-1880

Steven R. Earle
stevenrearle@wearecommunities.com
https://www.linkedin.com/in/stevenearle
626-522-4011