

The Role of Technology in Overcoming Social Isolation

March 2015

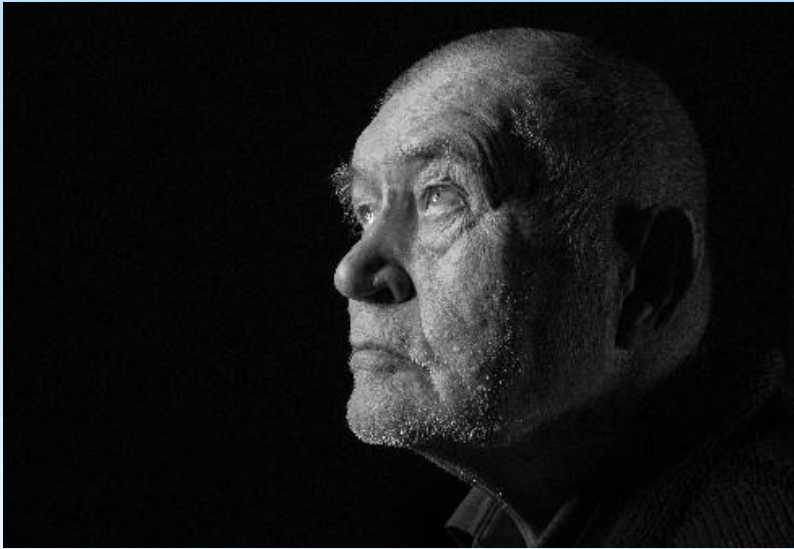


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What is Social Isolation?



- Social isolation can be defined as the absence of relationships with family or friends on an individual level, and with society on a broader level.
- Social isolation is an objective measure, in contrast to loneliness which is subjective.

Objective measures of social isolation consider the extent, range and depth of a person's social networks.

Why is Social Isolation Relevant?



Quality of Life

- Loneliness, boredom and anxiety
- Society misses out on the wisdom, memories and advice of our most experienced citizens



Direct Health Impact

- Socially isolated people are 26% more likely to die prematurely
- Social isolation is equivalent to the health effects of smoking 15 cigarettes a day



Market Opportunity

- Up to 10-20% of all older Australians suffer from social isolation
- 600,000+ potential target market for social inclusion services

Is Technology the Solution?



Digital technology has changed the way the world interacts:

- Removes physical barriers
- Increases frequency of interactions
- Greater access to diverse network
- New mediums (video, audio, text)

Risks

- Quality of the interaction?
- Create greater isolation?
- Exposes new cyber-risks?

For those without digital access, technology holds great potential to increase the frequency and depth of existing social connections. However, for those without an existing social network, technology access alone cannot solve the problem.

Digital Social Support Services: Examples



Traditional Social Support

What's on?	
Mon	<input type="radio"/>
Tues	<input type="radio"/>
Wed	<input type="radio"/>
Thurs	<input type="radio"/> 2PM - 3PM Tea with social support worker
Fri	<input type="radio"/>

Cost = \$70/week

Digital Social Support

What's on?	
Mon	<input type="radio"/> 10AM weekly check-in video with care manager
Tues	<input type="radio"/> 10AM How to bank online 3PM Arm chair travel group
Wed	<input type="radio"/> Australian history group chat 8PM Son video call from London
Thurs	<input type="radio"/> Brain training (week 4) 8PM Video call grandkids in Melbourne re: photos
Fri	<input type="radio"/> 10AM video call Mary from gardening group

Cost = \$45/week

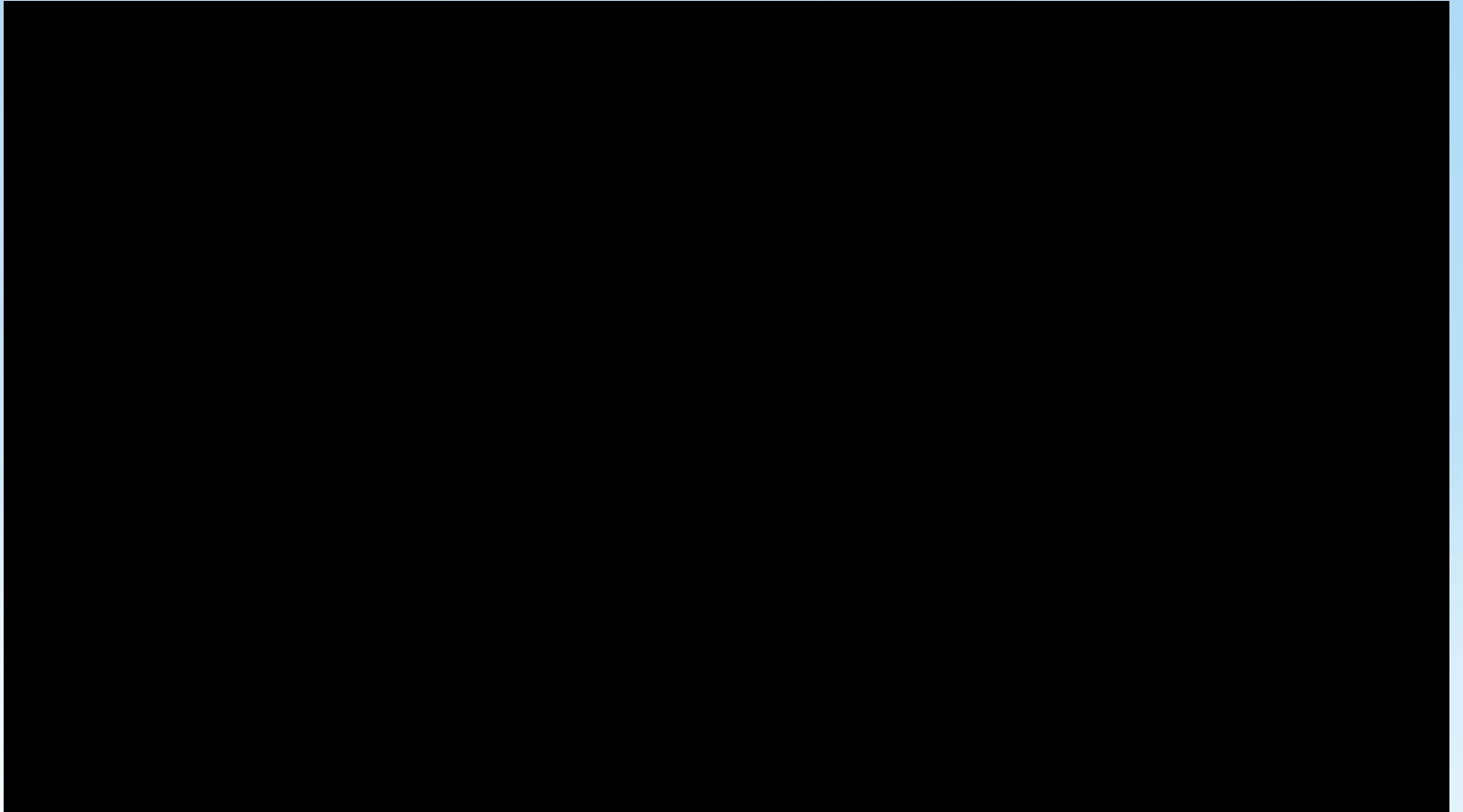
Technology Enabled Social Support Services:

There are a range of programs that have delivered social support using various technologies – from the simplest Telecross service through to robotic seals for residential nursing homes.

Case study: inTouch have been working with KinCare to use the deliver and innovative, HACC funded, social support program using our platform.

- Client's receive a simple to use smart device that connects to our cloud web portal
- Service delivered:
 - Care worker check-ins
 - Group activities
 - Personalised content
 - Onboarding family and friends
 - Access to health and wellbeing apps

KinCare HACCC Social Technology Program



Lessons from Applying Technology



- End client demand for digital connection is strong
- Client capability is not the problem
- Technology is not a silver bullet - requires a service that to be engaging
- BYOD vs Dedicated Device is a balance between support, experience and reach
- Scale benefits engagement and commercials

Long Term Digital Social Support Opportunity



- Broad applicability across clients
- Uses technology functions that can be used to deliver additional digital care services
- Appealing to the end user
- Engages with the entire circle of care

Predictions for Digital Social Support Services

2 Years Out:

- Implementation of CDC and CHSP will drive demand for better value digital services
- As carers, increasing numbers of Baby Boomers will expect to be able to interact online with care providers
- Technology prices will continue to drop – resulting in dedicated devices becoming the norm

5 Years Out:

- New job category for digital care worker will have attracted a large number of younger carers to the industry
- Rise of a large “online only” Care Provider is rivalling traditional care providers
- Direct B2C models will have eroded traditional service delivery models (think UberX Community Transport...)

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