



CASE STUDY - Area Agency on Aging of Broward County

Leveraging Uniper to Reach the Unreachable and Empower Older Adults to Thrive in Place

Background

Ninety percent of older adults over the age of 65 prefer to age in place. Area Agencies on Aging (AAA) are nonprofit organizations in the United States that work to provide older adults the services they need to live healthy, independent lives from wherever they happen to be. The Area Agency on Aging of Broward County (AAA Broward) is one such AAA that empowers older adults to live dignified lives full of interest and meaning from the comfort of home. The digital divide prevents many older adults from accessing the full range of AAA resources. However, Uniper's easy-to-use technology-enabled service provides a new model for delivering care and services via the TV, tablet, or mobile phone, allowing every older adult to thrive in place – happy, healthy, independent.

Challenges



Social isolation and loneliness

A large proportion of older adults served by AAA Broward report feeling socially isolated, lonely, and depressed. Physical disability and transportation issues make it necessary for AAA Broward to immediately improve reach and access to adequate healthcare and well-being related resources for the older adults they serve.



The digital divide limits access to quality care

Many older adults unfamiliar with technology are not able to engage with the digital services offered to them. Snail mail is likely to go to the trash and phone calls from unrecognized numbers are often disregarded. Both are inadequate ways to reach older adults at home and so, the need for a better alternative is clear.

Solutions

Establishing a collaborative partnership to combat social isolation and loneliness

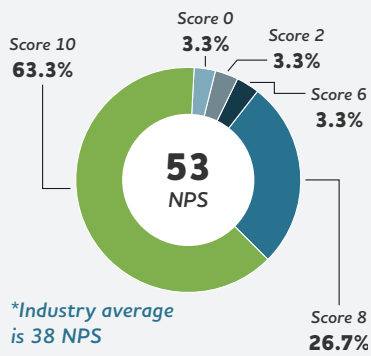
In October 2020, a long-term partnership was established between AAA Broward and Uniper. Hundreds of older adults in Florida receive access to Uniper's cross-platform, age-at-home solution through their TV, tablet, computer, and/or mobile phone, reducing overall levels of social isolation, loneliness, depression, anxiety, and risk of falling.

Bridging the digital divide through improved remote case management

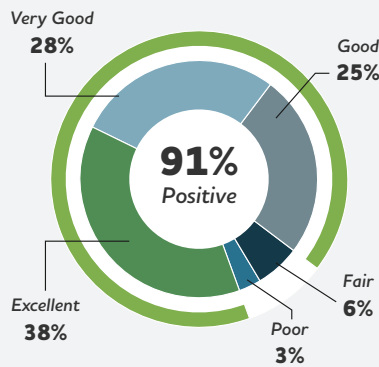
AAA Broward's partnership with Uniper helps deliver evidence-based virtual programs to homebound older adults otherwise unable to attend local senior centers in person. With Uniper, AAA Broward can access real-time and comprehensive engagement analytics, assessment results, and video testimonials to use for their next grant application. Client retention is improved as more members are afforded the quality care they deserve. With more members gaining access to proper health and well-being resources, members report higher self-confidence and willingness to try new health-promoting activities in the future.

Outcomes

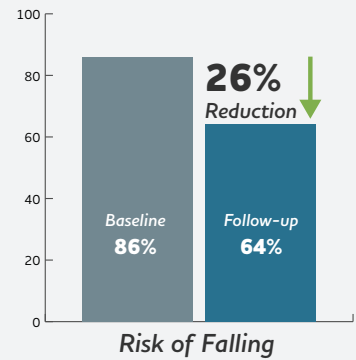
Net Promoter Score



Experience Rating



Change in Fall Risk



53 Net Promoter Score. Well above industry average

26% overall decrease in the member's risk of falls

- Together, Uniper's Net Promoter Score of 53 and 91% positive experience rating indicate a high likelihood that older adult members would recommend Uniper to a friend.
- A 26% overall decrease from baseline in members' risk of falls points to a large improvement in physical health from participation in Uniper's evidence-based exercise classes as part of the fall prevention program.
- Ninety-one percent of polled participants engage with the Uniper platform and services. On average, AAA Broward members engage with one or more of Uniper's services at least two times per week.
- Significant expansion is expected in access to Uniper for additional AAA Broward members and neighboring AAAs as Uniper continues to grow in the State of Florida and United States as a whole.



I see many older adults just like me doing exercises and they are good examples that motivate and encourage me to stay active. I feel like I am part of a gym, but at home.

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Sara B,
AAA Broward



It has been challenging to find technology for someone 70-90 who grew up with a rotary phone and an old TV with rabbit ears. They're not savvy. Some have dexterity or memory issues, things that make technology challenging. Uniper keeps it simple. I see it as a great future for the aging network

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Charlotte Mather-Taylor,
Executive Director, AAA Broward

About Uniper

Uniper is on a mission to empower older adults to age and thrive independently in the place they call home. Uniper is a venture-backed, HIPAA-compliant digital health service for older adults reinventing the way we age. We make it easier for older adults to combat loneliness and social isolation through easy access to services that improve social determinants of health (SDOH) via the TV, tablet, or mobile device. We seek to increase the use of home- and community-based services and reduce the use of institutionally based services. Our evidence-based live and pre-recorded exercise, social, educational, and cognitive classes allow community-based organizations to lower care costs by encouraging older adults to embrace a healthy lifestyle from home.