



CASE STUDY - NETWORK of Jewish Human Service Agencies

How Uniper Reduces Loneliness and Social Isolation among Older Adults by Delivering an 82% Weekly Engagement Rate

Background

The Network of Jewish Human Service Agencies (NJHSA) is a membership association of more than 140 non-profit organizations in the United States, Canada, and Israel that provide a variety of healthcare and well-being related human services to over 1 million older adults, including many survivors of the Holocaust. Uniper currently works with 11 agencies in 7 states, accounting for over 1,000 older adult NJHSA clients.

Challenges

Social isolation and loneliness among older adults

Every day, 10,000 Americans enroll with Medicare, as they join 50+ million Americans aged 65 and older. Forty-three percent of these older adults are lonely, a challenge felt strongly within the NJHSA. Multiple community-based organizations declared increasing self-reports of social isolation and loneliness from older adults in response to extended time spent at home.

Delivery of Optimized Virtual Care

The NJHSA community-based organizations have an urgent need to reach, connect, and engage with their hardest-to-reach older adult population.

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When I miss a day of Uniper, I don't have the same energy. I need Uniper to keep active.

Ileen,
JFCS of Greater Philadelphia

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For the right client, Uniper is a critical intervention that keeps people stable, connected with others, and stimulated.

Reuben Rotman,
President & CEO, NJHSA

Solutions

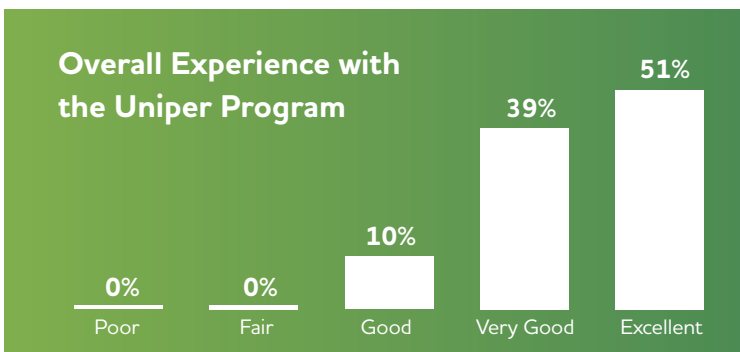
The establishment of infrastructure to help older adults cross the digital divide

A large-scale partnership is created between the NJHSA and Uniper with the goal of serving homebound and low-income survivors of the Holocaust nationally. Uniper's technology-enabled service helps socially isolated older adults cross the digital divide using whatever tool is most accessible to them. Once connected, NJHSA clients have access to a variety of programming, including live activities, peer led groups, family calling, and video telehealth calls. Over 1,000 members from agencies in New York, Pennsylvania, Maryland, Ohio, Florida, Illinois, and Texas gain access to Uniper cross-platform solutions, effectively reducing social isolation and loneliness in the older adults they serve. Eighty-eight percent of NJHSA clients access Uniper via the television, while 12% prefer the tablet or laptop.

The network effect

Uniper's virtual senior center boosts engagement and sense of community, improving physical and mental well-being of older adults. A national network is established, allowing for easy sharing of live and video-on-demand content between partner agencies all across the United States. Client retention is now improved as agencies work together to effortlessly share evidence-based live video and social programming for their members. Members feel better about themselves as they now connect, engage, and socialize with other members residing in various geographical regions.

Outcomes



84%

of NJHSA clients increased connections to others due to participation in Uniper

94%

of NJHSA clients are regularly engaged in Uniper in the first three months after enrollment

82%

of NJHSA clients are engaged in Uniper at least 1x/week

- The establishment of a joint network enables community-based organizations from across the country to leverage each other's resources and work together. The synergy results in shared content, shared events, shared learnings, and an overall increase in the quality of services delivered to members.
- The partnership with NJHSA allows local community-based organizations to attract new older adults to Uniper's healthy virtual age-at-home solution and reach older adults that did not previously attend community centers.
- Senior center volunteers and case managers use the Uniper program to virtually visit community-based organizations' older adults.
- Significant expansion to additional agencies is expected as the network continues to grow across Jewish Family Service organizations throughout the United States.
- Meaningful partnerships are being set up with local healthcare providers to deliver video telehealth calls to older adults across the country.

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.