

**Improved Care Performance**

The care sector is under tremendous pressure to fill vacancies, retain staff, and local authorities are working with reduced budgets with increased demand. Michael told us, "we have seen the possible economic benefits and environmental paybacks" with GenieConnect®.

"Through using the technology, we can start reducing the amount of care needed, for example, we may agree to visit someone in person three times a week to provide personal care and in between this, they may then be content to use Genie to have a daily chat with a carer or to receive a reminder about medication or something else."

**Enabling Connected Communities**

GenieConnect® ensures our older adults are digitally connected to their communities with a user-friendly interface and video call capabilities. Michael told us, "GenieConnect® seemed perfect because it was explicitly created with older people in mind."



Talk to our friendly UK team today about our reliable remote care service that improves health management and emotional wellbeing outcomes for your communities.



# Michael's Case Study

Enabling Better Quality Care Outcomes

## OVERVIEW

Caremark identified their clients health decline during the lockdowns. The lack of companionship despite regular care visits was a concern. Even though some people could video call their loved ones, many more did not have or understand the technology to make this possible.

## CHALLENGES

The social care crisis has reduced the availability of resources while care demand increases. Many people still don't have a local support network, and perhaps struggle to use something like a smartphone or tablet to connect with their friends and loved ones.

## SOLUTIONS

Michael Folkes, Managing Director at Caremark Cheltenham and Tewkesbury, was searching for assistive technology to help their carers deliver more and better quality care. Smart Speakers were just not suitable for the majority of Caremarks clients. GenieConnect® was installed as part of a trial to improve care performance and companionship for the people they cared for. The Genie users received great benefit from these GenieConnect® features as part of their trial:



Daily Mood Questions



Radio, NetFlix, Spotify & Tune-In



Care & Family Video Calls



Health & Wellbeing Reminders

### About Us

GenieConnect® is an innovative solution, designed to provide greater independence, life choices and accessibility to older adults to ultimately enhance quality of life.

**100+**  
Care Calls Made

**80%**  
Increased Independence

The Digital Companion for Remote Care

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