

Alan's Case Study

Enabling Better Quality Care Outcomes

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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OVERVIEW

Alan often visits his dad, Fred, but his busy schedule doesn't allow for the continual companionship that Fred yearns for. This situation is a common concern for adult children who struggle to balance their work and personal lives with caring for their ageing parents. In today's digital age, technology promises to bridge this gap, but it's not always accessible to older individuals like Fred.

CHALLENGES

Alan had attempted to use consumer technology solutions like an iPad for video calls to connect with his dad. However, the complexity of the device and its multiple features posed a significant challenge for Fred, who belongs to the 65+ age group. This situation is not unique, as over 79% of digital exclusion cases are found among this demographic. Alan stated, "I have tried to get dad to use his iPad for Facetime, but he struggles with all the different buttons." This lack of technological accessibility hindered their ability to stay connected.

SOLUTIONS

With the support of Caremark Tewksbury, Alan's search for a user-friendly, accessible, and always-available solution led him to GenieConnect®. This innovative technology proved to be a game-changer for Alan and Fred. Unlike the complicated iPad, GenieConnect® was intuitive and easy for Fred to use. The device ensured a consistent connection with its 'always powered on' feature, eliminating the issue of a discharged battery or a forgotten, idle iPad stored in a drawer.

RESULTS

Improved Connectivity

Video calls through GenieConnect® enabled more regular and meaningful contact between Alan and his dad. The ease of use and constant availability eliminated the technological barriers that once hindered their interactions.

Enhanced Companionship

Fred now feels more supported and able to engage in meaningful conversations with his son. The newfound accessibility to technology has improved the quality of their relationship and allowed them to bridge the physical gap between their visits.

Universal Appeal

Alan's belief that "everyone in this age group should be offered a solution like GenieConnect®" highlights the device's potential to address the broader issue of digital exclusion among the elderly. This case study demonstrates the power of user-friendly technology in promoting companionship and connectivity across generations.

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

