

CARE MESSENGER™ - “A SIMPLE WAY TO MAKE THE SORT OF PERSONAL CONTACT WE’RE ALL GOING TO NEED, THROUGH THE MEDIUM SO MANY OF US KNOW BEST OF ALL - OUR TELEVISIONS” (Michael Rodd, BBC).

Care Messenger™ is a simple tool that helps **families** to stay in touch with their loved ones while allowing **carers** to communicate easily and efficiently with their customers.

Digital communication is the most popular and cost-effective way of communicating, but **more than 70% of the over-70s** do not use and cannot be persuaded to use computers, tablets and mobile phones.

Now consider that **the elderly spends more time and are more comfortable with their televisions than any other social group** and in fact often only have a TV as their ‘friend’, a technology they grew up with and trust. Consider also that **this group suffers the most from loneliness and isolation**, and desperately needs social interaction that the rest of us take for granted.

Putting those well-known facts together, we have created **Care Messenger™**. Using our mobile and web based apps, carers and family members can **send messages, photos and videos direct to the existing TVs of the elderly** and they can send a simple response back.

What a family user says about Care Messenger™...

“My mother has recently returned from a spell in hospital and we are using the system much more - Care Messenger has really come into its own. She is able to keep on top of all her daily medication and numerous appointments. Also, a number of family members have been using Care Messenger to great effect - mother absolutely loves getting the messages from everyone. Local council Home Help visiting my mother have been impressed with Care Messenger. In short, Care Messenger is a fantastic and fun way to help my mother cope with life at home”

What a small dom care business owner says about Care Messenger™...

“I think the Care Messenger system is fantastic - it could be used so many ways to support our care business, I’ve just listed a few:

- *Alerting client when a carer has arrived*
- *Change of carer for their call with a picture and ID number*
- *Change of time of care*
- *Arrival / departure of carer.*
- *Safeguarding - if the client does not answer the door*
- *Severe weather warnings*
- *Feedback of service*
- *Panic button or alert button of abuse or emergency*
- *Care planning review date and time with who eg social worker and member of care company*
- *Observation and spot check alert with who will be attending alongside carer with photo and ID number”*

Independent research (Ampersand) shows that 76% of families like **Care Messenger™** and more than half of them would buy it for their loved ones.