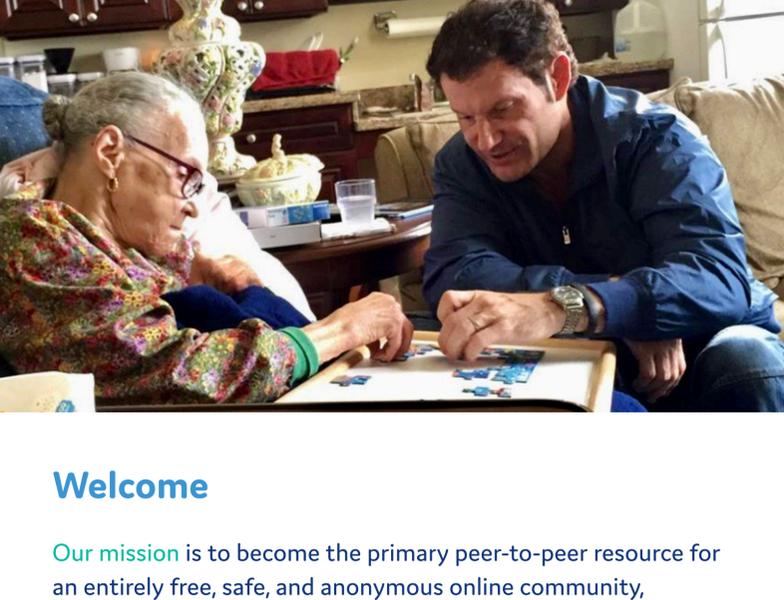


# Extend a Touch

For Caregivers by Caregivers

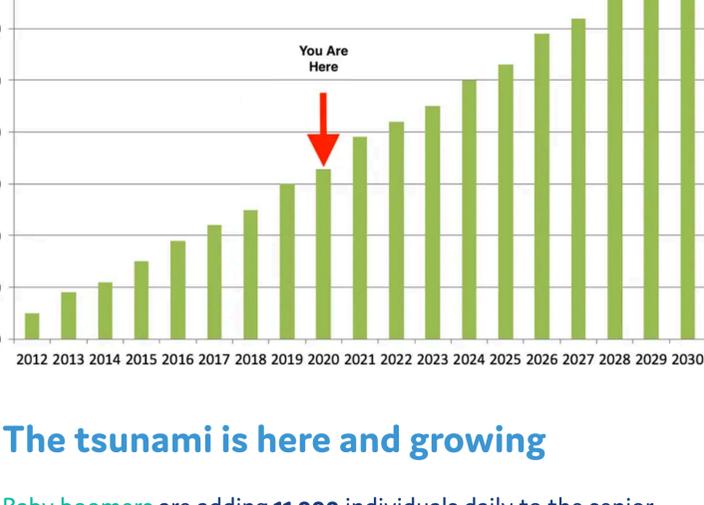


## Welcome

Our mission is to become the primary peer-to-peer resource for an entirely free, safe, and anonymous online community, collaborating and providing support when it is most needed, regarding highly specific and sensitive issues. We support and honor the many organizations, online platforms, and search engines that help so many caregivers now. We are adding a non-competitive tier of direct peer-to-peer support, so caregivers can connect personally, rapidly, and relevantly.

## The current state of caregiving

Caregiving usually begins with unexpected events, and new caregivers are shocked to find out how unprepared, uninformed, and unequipped they are. Long term caregivers are suffering from isolation and stress, and in many cases dying before their care recipients.

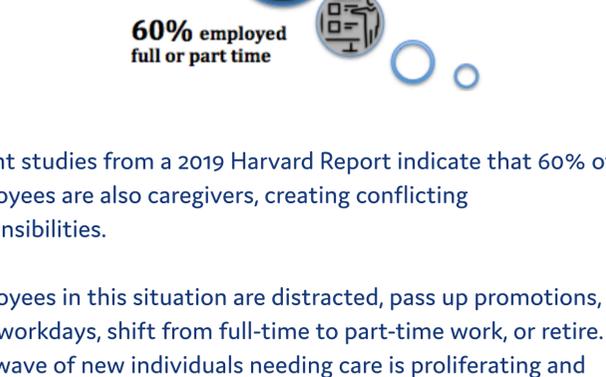


## The tsunami is here and growing

Baby boomers are adding **11,000** individuals daily to the senior population as they turn **65**, and estimates indicate that one-in-three Americans over **80** will develop Alzheimer's.

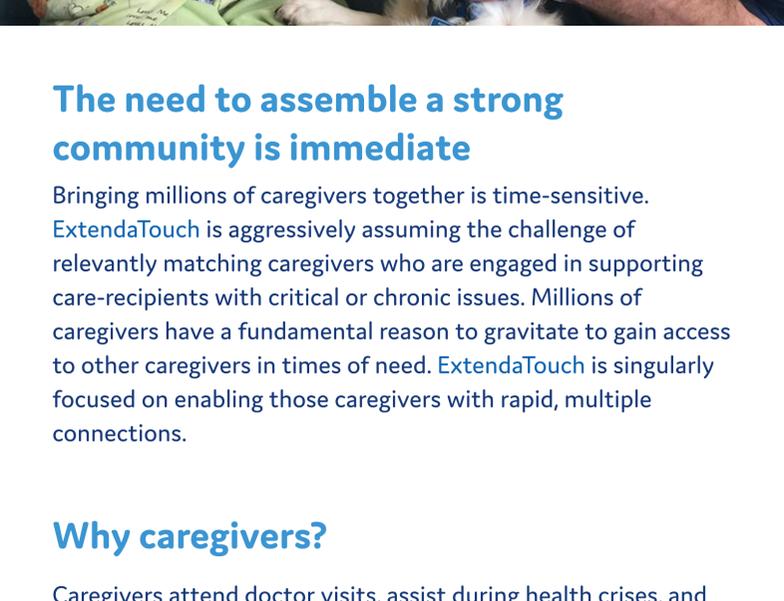
Most of these individuals will need **extensive help** from untrained and unprepared family members. The rapid growth of individuals requiring care is adding to current caregiving responsibilities.

## Family Caregiver Snapshot



Recent studies from a 2019 Harvard Report indicate that 60% of employees are also caregivers, creating conflicting responsibilities.

Employees in this situation are distracted, pass up promotions, miss workdays, shift from full-time to part-time work, or retire. This wave of new individuals needing care is proliferating and producing life-changing challenges, including the loss of income.



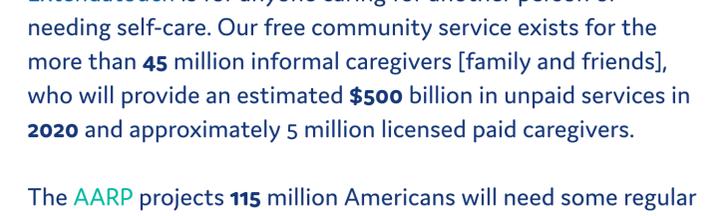
## The need to assemble a strong community is immediate

Bringing millions of caregivers together is time-sensitive. Extend a Touch is aggressively assuming the challenge of relevantly matching caregivers who are engaged in supporting care-recipients with critical or chronic issues. Millions of caregivers have a fundamental reason to gravitate to gain access to other caregivers in times of need. Extend a Touch is singularly focused on enabling those caregivers with rapid, multiple connections.

## Why caregivers?

Caregivers attend doctor visits, assist during health crises, and interact with their care-recipients regularly. Mostly inexperienced family caregivers are searching to acquire new information and skills quickly. At Extend a Touch, more experienced and informed caregivers can **share their knowledge**, experience, and support with less-experienced caregivers. New caregivers can review information they acquire with their medical practitioners and then share their knowledge with others with similar needs. Long-term caregivers who are suffering from isolation, lack of self-care, and mental health issues will **find emotional support** and a connection that can be a lifeline. Currently, fragmented and under-utilized, millions of caregivers working together will become a powerful resource.

**CALL FOR ACTION:**  
WE NEED TECHNOLOGY  
MORE THAN EVER TO  
BRIDGE THE GAP

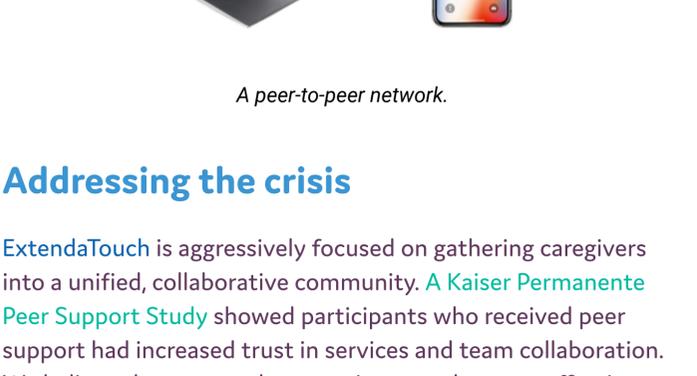


AARP Caregiving Innovation Frontiers June 2017

## Who do we serve?

Extend a Touch is for anyone caring for another person or needing self-care. Our free community service exists for the more than **45** million informal caregivers [family and friends], who will provide an estimated **\$500** billion in unpaid services in **2020** and approximately 5 million licensed paid caregivers.

The **AARP** projects **115** million Americans will need some regular caregiving in **2020**, and the shortfall is creating an unbearable strain on caregivers, their care recipients, and their families.



A peer-to-peer network.

## Addressing the crisis

Extend a Touch is aggressively focused on gathering caregivers into a unified, collaborative community. A **Kaiser Permanente Peer Support Study** showed participants who received peer support had increased trust in services and team collaboration. We believe that personal connections are the most effective way to get information from experienced individuals to others less experienced. Extend a Touch is a community where single generous and knowledgeable caregivers can safely support and share information with many other individuals, who can then pass on their learning to many others.

## Our highest priorities: Privacy, Security, Universal Access, and Choice

- Extend a Touch is entirely free and universally accessible, optimized for mobile devices.
- All requests to connect are optional, so members can connect with whom they wish to communicate.
- Personal information is limited to an email address, which is encrypted and exceeds HIPAA compliance to protect members' identities. Professional caregivers are welcome, but HIPAA rules apply, so no personal identifying information can ever be shared.
- Email provides secure encrypted requests for opt-in connections.
- Screen names are anonymous, and passwords are entirely private to members.

Extend a Touch.com is free, anonymous, and secure. Please **join us** at **Extend a Touch.com** and consider introducing others to our nationwide community that unifies caregivers and provides prompt attention and assistance. **From there, everyone will benefit.**