



## **PLATFORM FOR CAREGIVERS EXPANDS OFFERINGS THROUGH PARTNERSHIP WITH DEVELOPER OF HEALTH AND WELLNESS CONTENT**

### ***Livpact enhances its value with licensing of ConnectWell content***

PLEASANTON, Calif., April 24, 2019—Livpact, an online platform that provides support to the caregivers of aging and chronically ill loved ones, announced today it has licensed the content of ConnectWell, a leading-edge provider of digital health and wellness content that is academically sourced and designed for consumer audiences. The licensing agreement will give the caregivers that use the Livpact platform access to ConnectWell’s wealth of resources, including hundreds of articles in the Health & Wellness Library, Wellness Initiatives designed to help people adopt healthy lifestyle habits, and hundreds of recipes in the Healthy Recipe Collection.

“Caregivers can feel overwhelmed at times with the demands of caring for a loved one, especially if they don’t have around-the-clock availability, as is the case with those who must also manage a part- or full-time job as well as children and other family members,” says Cary Ussery, Founder and CEO of Livpact. “Livpact provides busy caregivers the support, knowledge and resources they need to effectively manage their loved one’s care, and now with ConnectWell’s expert health and wellness content, we’re able to add significant depth to our offering.”

The suite of tools, services and resources on the Livpact platform is available by individual subscription or can be incorporated as an elder-care offering on a company’s benefits menu, a valuable benefit for employees juggling caregiver responsibilities in addition to their work.

“Caregivers are interested in technology, but very few use it because they have limited time to go online to figure out what will actually be useful and provide value to them,” said Geri Lynn Baumblatt, Family Caregiver and Board Member for the Society for Participatory Medicine. “Livpact has developed a platform that helps family caregivers find the resources and services they need – all in one place.”

Livpact’s robust, integrated online platform uses artificial intelligence (AI) to help caregivers of senior adults monitor, communicate with, and coordinate care for their loved ones directly from any tablet, smartphone or computer. It helps make the job of caregiving manageable, so seniors can stay in their homes as they age and maintain independent lives, even as their health and mobility changes.

With Livpact’s range of features, tools and resources, caregivers can log onto the platform and easily perform several tasks, such as:

- Creating a network of friends and loved ones who are willing to share in the caregiving tasks, then coordinating schedules and delegating and managing the tasks,
- Auto-connecting to hospital, doctor and pharma records to aggregate the loved one’s medical history, along with health and legal records, all in one place,
- Researching the treatment and management of more than 17 health conditions provided by ConnectWell’s content suite, and

- Accessing community services and ConnectWell’s health and wellness content, which can be customized to the loved one’s needs through Livpact’s AI capability, combined with the care information and health records entered by caregivers.

An abundant resource, ConnectWell’s broad range of health articles, wellness initiatives and healthy recipes are a significant benefit for Livpact’s caregiving clients. The ConnectWell content suite is constantly growing with the continuous addition of new material, coverage of additional disease states, and the refreshing of existing content to incorporate updates in standard-of-care guidelines.

“We are pleased to be partnering with Livpact, which is an invaluable one-stop platform for caregivers,” said Andrea Bloom, Founder and CEO of ConnectWell. “Developed for a consumer audience and sourced through our partnership with the UC Berkeley School of Public Health, the addition of our comprehensive health and wellness content is a great fit with Livpact and enhances the wealth of resources already available on their platform. Because the ConnectWell content suite covers health, wellness and disease topics from A to Z, such as dementia, heart disease and osteoporosis, it can help caregivers learn about the disease and take steps towards better care.”

The Livpact platform is compatible with the leading voice-interactive virtual assistants, including Amazon’s Alexa and Google Home Assistant. It also provides convenient, automatic integration with a broad range of remote monitoring devices and sensors and connects to medical portals, eliminating the need to manually enter health and other data.

Caregivers, employee benefits managers, insurance brokers, community organizations, home care agencies and other providers of health and wellness support that want to learn more about Livpact and subscribing to the platform can visit <https://www.livpact.com/>. To learn more about ConnectWell’s health and wellness content and how to integrate the offering to serve your population, visit <https://www.connectwell.health/>.

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### **About Livpact**

Livpact is an online platform that provides support to caregivers and families to transform the way they provide care for aging or chronically ill loved ones. Assisted by artificial intelligence, Livpact’s “care engagement platform” helps caregivers of senior adults track, communicate with, and coordinate care for their loved ones directly from any tablet, smartphone or computer. It makes the job of caregiving manageable while helping seniors maintain independent lives, even as their health and mobility changes. Livpact’s suite of tools, services and resources is available by individual subscription or can be provided as an elder-care offering as part of a company’s benefits package for employees who juggle caregiver responsibilities along with their work.

### **About ConnectWell**

ConnectWell is a leading-edge provider of digital health and wellness content that is academically sourced and designed for a consumer audience to engage people in their total health and well-being. In 2017, ConnectWell and the UC Berkeley School of Public Health formed a public-private partnership to digitize and “consumerize” the School’s extensive health and wellness publications for distribution through a variety of digital health platforms. ConnectWell licenses its content to employers, benefits providers, health systems, health plans, telemedicine providers, health coaching companies, wellness engagement platforms, and health device companies and works to integrate its content with companies’ efforts to engage their target audiences in their health and well-being.

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