

How might we reduce the emotional cost of the caregiver experience? Introducing a Care Coach for caregivers.

The emotional cost is the least tangible challenge of the caregiver role. Consciously or not, caregivers put their lives on hold in order to make the time and space to do what's required. Through neglect of their own needs, caregivers experience exhaustion, loneliness, and despair that over time can lead to burnout and depression. Many caregivers describe the experience as "dark days" but are also grateful for the opportunity to be there for their loved one.

- Caregivers report problems with poor eating habits, lack of exercise, inability to stay in bed when ill, and failure to make medical appointments for themselves.
- Some caregivers may have left their homes, jobs, and families to care for an out-of-town loved one and have limited support—emotional and otherwise.
- Some caregivers receive no support from family or friends and/or live in remote locations which furthers their feelings of isolation.

"I was too busy... doing things for myself didn't cross my mind."
~Barb

**provided care for mother with dementia*

"There is no one to remind you to take care of yourself."
~Lindsey

**provided care for mother with breast cancer*

"Once, I had to force myself out of the house when I realized I hadn't been out in five days."
~Michelle

**provided care for mother with brain cancer*

There are more than 40 million caregivers in the U.S. today. They shouldn't have to carry the burden alone. **We believe there is strength in numbers.**

We see an opportunity to create a Care Coach service that acts as a caregiver to caregivers, to reduce emotional stress that causes health issues. This service matches member caregivers with others like them for advice, consoling, support, or just to check-in: *"Have you gone outside for a walk lately?"* In addition, the service uses AI to coach members through their individual caregiver journeys with personalized content that incorporates emphasis on personal well-being.

Clinical depression afflicts family caregivers.

40% to 70% of family caregivers have clinically significant symptoms of depression.

Social support is shown to help people withstand adversity.



MEET

Carrie

Your Care Coach



The Concept



Experience-based Advice



Emotional Support



Celebrate Milestones



TEAM-GENERATED SUPPORT -- FROM "ALLIES"



Self-care Goals & Reminders



Personalized Guidance



Personalized Resources

SYSTEM-GENERATED SUPPORT -- FROM "CARRIE"



Caregivers need each other; let's put them in touch. Carrie is a Care Coach that reduces the emotional stresses of caregiving by matching caregivers with their own team of allies for emotional support and first-hand advice. Carrie herself delivers personalized need-to-know content at just the right time. Most important of all, Carrie encourages caregivers to take guilt-free time for themselves—so they can be their best, and give their best.

The Concept



Carrie is a personal Care Coach that uses artificial intelligence to match caregivers with a support team, deliver personalized content, and encourage “me time.”



Self-care Goals & Reminders

Caregivers often put their lives on hold and feel lost or stagnant, opening the door to depression. Carrie helps caregivers establish and track goals, from getting a good night's sleep to going out for a walk. Mobile notifications remind caregivers to stick to their goals and take time for themselves.



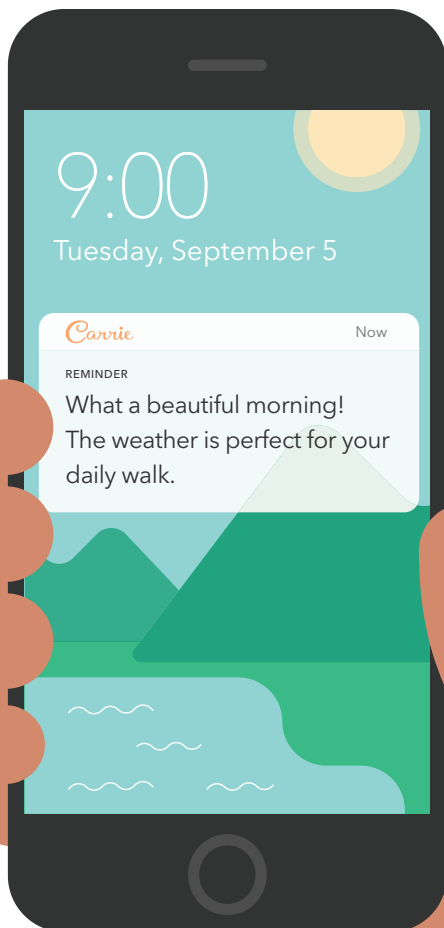
Personalized Guidance

With so many new responsibilities to navigate, caregivers get overwhelmed. Carrie builds a custom journey for each caregiver and uses it to deliver timely guidance, advice, and planning preparation. Carrie taps the content from the community's experience as well as knowledge from participating home health care professionals.



Personalized Resources

Caregivers take on duties they have little or no training for, including minor medical procedures. Carrie builds a custom journey for each caregiver and uses it to present need-to-know content to help them learn and succeed in delivering quality care. Content includes everything from recipes to how-to videos for having tough conversations or delivering meds.



Plan ahead

Prepare a communication plan

Use this tool to create a distribution list so you can quickly and easily share information about your loved one.

Determine your loved one's ongoing care and living situation

Consult with an expert to decide if at-home, assisted living, or skilled nursing facilities is best for your situation.

[View more](#)



Learn how

[Recipe of the day: learn how to make a mineral broth that supports IV chemo protocol](#)

[How to apply for a Temporary Disabled Parking Permit](#)

[How to talk to your loved one about preparing a Living Will](#)

[View more](#)

Example content from the Carrie interface.

The Concept



When caregivers join the service, they are matched with other caregivers that form a team of allies who provide support and guidance for each other.



Experience-based Advice

There is no playbook for caregivers. They don't know what they don't know and navigating the process is challenging and stressful. A support group of allies who have gone through the caregiver experience can provide invaluable, first-hand advice, delivered with the empathy and comfort caregivers need.



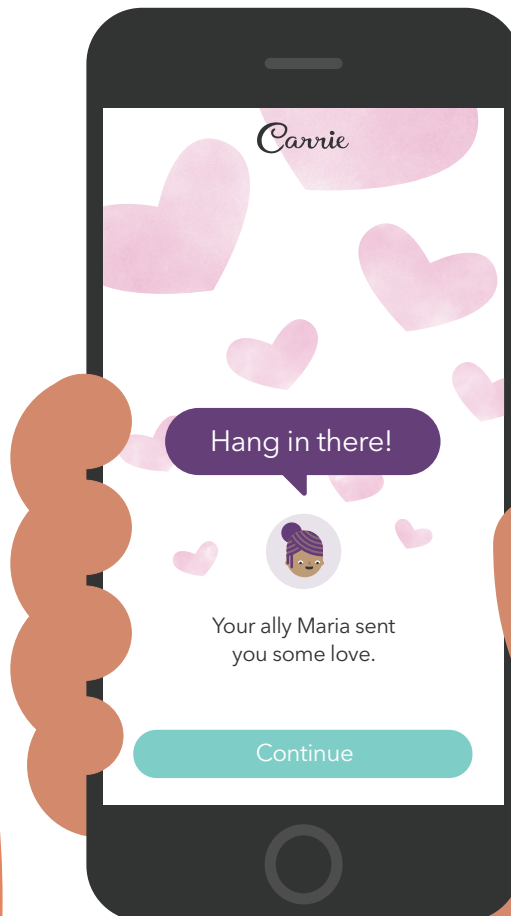
Emotional Support

Caregivers often find themselves feeling isolated, lonely, and under-appreciated. Being remembered with simple messages of support can brighten their day. Allies remind caregivers that their wellbeing is important, and that they are part of a caring community.



Celebrate Milestones

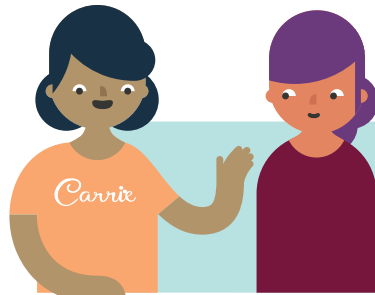
Caregivers get so caught up in the daily grind they may fail to notice the positive moments worth celebrating. Allies help remind them, and are there to celebrate a good track record for self-care activities, having a "good day," and other areas of progress.



The Journey



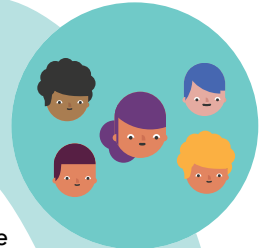
Jill's caregiver role is established. She's never done this before.



Jill is introduced to the Carrie service by her mom's oncologist; she joins the service for the combination of social support and the helpful content that's hand-picked and delivered to her Carrie dashboard.



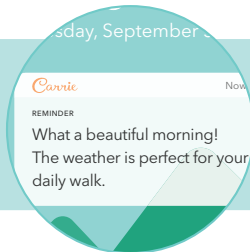
"I'm caring for my Mom—she has Stage 2 breast cancer."



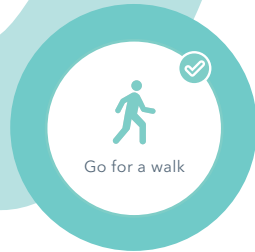
Carrie consults with Jill to personalize her experience and match her with a support team of allies that have similar circumstances as Jill.



Along the way, Jill's allies provide emotional support and advice; answers to her questions are a text away.



Carrie reminds Jill to stay true to her well-being goals according to the schedule Jill has set for herself.



Carrie encourages Jill to establish goals to keep her personal well-being front and center.



At key moments in her journey, Carrie sends Jill timely to-dos, how-tos and planning content—completely tailored to Jill and her mom's current situation.



As time goes on, Carrie continues to provide Jill with helpful and timely caregiving advice, as do her allies.



With lessened emotional stress, Jill feels good about herself and her caregiver role. Jill's relationship with her mom as daughter and also as caregiver is strengthened.



As an active member of the community, Jill begins to contribute her knowledge and helps improve the caregiving experience for others.

Carrie



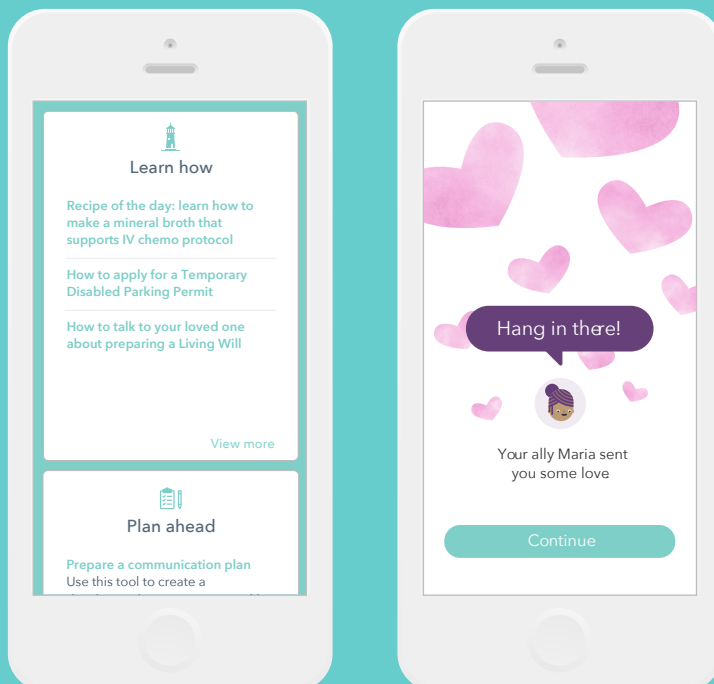
Carrie is an online service powered by a closed social network of caregivers and artificial intelligence that personalizes the experience for each user.

Carrie is a subscription service, with monthly or annual payment options for membership. The service offers a tier-based payment structure, including a free option with ads; as the price goes up, so does the ability to engage with content.

Carrie is accessible via web and mobile devices.

Features include:

- Personalized process to be matched with ally team
- Communication tools: text and video chat
- Personal wellness tools: goal trackers/reminders; interactive journal
- Personalized content: how-to articles and videos; legal docs and forms; financial docs and forms
- Ability to live chat with home health care professionals
- Privacy features



Note: Screen comps are included in a separate document.

TEAM

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Salesforce Experience Design is a group of passionate user champions who design and build transformational products and experiences by turning human insights into business impact at Salesforce scale.

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