

For Immediate Release



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**Care Heroes Launches Integrated Caregiver Incentive Platform to Help Providers
Easily Engage and Reward Caregivers**

New solution brings Care Coins™ to home-based caregivers and family members while also capturing vital data on care activities to support better care delivery

Palm Beach, FL, December 14, 2020 – Care Heroes, a digital health solution provider that automates caregiver incentives and captures real-time care data, announced today the availability of its latest release. The first of its kind, Care Heroes gives healthcare providers and health plans the ability to connect directly with home-based caregivers, including paid caregivers and family members, while also tracking important data that can be used to improve patient outcomes, reduce cost of care and provide critical support in the home.

As millions of Americans opt to receive care services in their homes due to the risk of contracting COVID-19 in hospitals or physician offices, the role of home care providers has never been more critical. But these providers are struggling to keep up with demand while also retaining their best caregivers and avoiding caregiver burnout. Family members are taking on more of the daily responsibilities of caring for loved ones with limited knowledge on how to do so.

Chiara Bell, CEO of Care Heroes, said, “We built this solution to help recognize a segment of the healthcare workforce that arguably has the most significant economic and social impact on patient care but has not been properly acknowledged for decades. With our platform in place, healthcare providers and health plans can engage more directly with home-based caregivers in real-time to ensure important care activities are completed. At the same time, they can reward caregivers and staff members for the important work they do, resulting in higher employee satisfaction and retention rates.”

According to Tim Hanold, CEO of the award-winning Care Advantage, a large in-home care provider with locations across Virginia, Maryland, Delaware and Washington D.C., “Our culture has always centered around taking better care of our caregivers so they can take better care of our clients, so working with the Care Heroes platform has been a great fit for us. It’s easy to use and easy to implement, which has been key to the rapid adoption of the new solution across our teams.”

Caregivers are embracing the Care Heroes rewards, called Care Coins™, as it recognizes their hard work and dedication to keeping patients healthy and safe at home. Rewards can be redeemed for food, gas and other items that support caregivers. During the first week of launch with Care Advantage, more than 90% of the eligible caregivers adopted the application.

One of the Care Advantage caregivers recently commented, “This program is very spirit-uplifting and encourages me to get my job done in a timely manner. It makes me excited to be a caregiver for this company, and the gift cards are such a blessing, especially at this time of the year.”

Another home health caregiver noted that “The Care Heroes application for paid caregivers is cutting edge. It has one of best incentive programs and is especially needed during this time of COVID-19 when so many clients need the extra care. The app is effective and efficient and gives me a sense of pride.”

How it Works

Care Heroes easily integrates with Electronic Visit Verification (EVV) and EHR systems to capture caregiver reported data from the home. Critical information such as caregiver visit verification, care plan compliance, and patient satisfaction are intelligently aggregated to recognize and reward quality caregivers. Home care providers can additionally customize caregiver rewards based on key performance metrics that are unique to their organizations.

Once information is collected on the platform, Care Heroes’ proprietary artificial intelligence and natural language processing identifies critical risk areas within the population. Aggregated key insights and quality metrics can be securely reported to providers, payors, and care managers so they may intervene with appropriate support to those members at risk of returning to the hospital or skilled nursing facility.

Caregivers in the home are the first to observe changes in their patient’s condition, assess environmental risks and identify social determinants of health needs. They are a vital part of the healthcare ecosystem and incorporating the caregiver into the care team is fundamental to achieving the best outcomes for patients.

To access the platform, healthcare providers should contact Care Heroes at www.joincareheroes.com or call (877) 763-3343.

About Care Heroes

Care Heroes delivers an innovative software solution that better connects all key stakeholders in a patient’s care with a particular emphasis on acknowledging and incentivizing home-based caregivers who often have the most accurate day-to-day information and influence on a patient’s condition. Leading healthcare providers and health plans use Care Heroes to empower their care management teams to more proactively monitor and address the needs of patients who need assistance, which ultimately helps eliminate gaps in care, reduces costly complications and improves care team member satisfaction. For more information on Care Heroes, visit www.joincareheroes.com.

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