



## NEWS RELEASE

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### Xverity Launches CaregiverAssist<sup>SM</sup> for Employer and Home Care Markets

#### Tech-enabled solution creates 24/7 “caregiver presence”

Bethlehem, PA - Xverity, Inc., a technology-enabled caregiving services company, today announced the launch of **CAREGIVERASSIST<sup>SM</sup>**, a nationwide social ecosystem designed to support caregivers and provide safety, security and peace of mind for care recipients.

**CAREGIVERASSIST** is available in two versions: one for the employee market to help relieve the stress of juggling dual responsibilities as caregiver and employee, the second for the home care industry. In both cases, **CAREGIVERASSIST** creates a 24/7 “caregiver presence” when the paid home care professional or unpaid family caregiver is not with the care recipient. A key component of CaregiverAssist is an Advocacy Center staffed by trained personnel to answer questions and, when appropriate, refer the caller to other CaregiverAssist resources.

Joe Cellucci, Xverity founder and CEO, said that **CAREGIVERASSIST** is the first high-touch/high-tech services solution for employers dealing with 20% productivity losses, higher health benefits costs, and 32% voluntary terminations among employee caregivers, and for home care companies trying to balance increased efficiency with a positive customer experience.

A cancer survivor and only-child caregiver for his mother, Cellucci transformed a technology platform used by thousands of chronically ill outpatients in the UK. “Here in the US, we spoke with HR professionals about gaps in corporate-sponsored programs to support employee caregivers. And we reached out to our seven-member Innovation Advisory Board for their expert input and reaction to the design of CaregiverAssist. For the home care market, we polled our home care network to learn about caregiving from their perspective as managers of professional caregivers,” Cellucci said.

“The feedback from all sources was unanimous and validated our belief from the beginning that **CAREGIVERASSIST** is an important part of the solution the nation needs to deal with a looming caregiver crisis – a combination of the declining number of family members able and willing to take on caregiver responsibilities, the needs of an aging population with a high incidence of chronic illnesses and a growing preference among older adults to remain in their homes instead of moving to a senior living facility. To age in place. One of our primary goals is to avoid the feelings of isolation and dependency chronically ill or disabled people experience that lead to

bouts of depression. Addressing the social determinants of health and caregiving is at the core of our solution for continuous, quality caregiving,” he said.

**CAREGIVERASSIST** is a unique @home social ecosystem that begins with a detailed LifePlan to profile both the caregiver and care recipient and is used as the social prescription for the personalized LifeCare program – including in-home monitoring and communication devices - to ensure the safety, security and peace of mind for the caregiver and care recipient.

Central to the LifeCare program is the **CAREGIVERASSIST** Services Hub which provides on-demand access to an array of needed services such as transportation, home delivery of prepared meals and groceries, home maintenance and repair, medication alerts and refills and a host of social services to keep the care recipient engaged, comfortable, safe and secure with dignity.

“**CAREGIVERASSIST** is not simply a referral service where people are directed to a list of possible resources. Using our Services Hub, care givers or care recipients can actually book a ride to a doctor’s appointment or order meals and groceries or schedule a home repair in real time. We also offer a prepaid card to pay for transactions, keep track of purchases made through the Hub and mitigate fraud risks by people who prey on older adults. Additionally, a monthly statement of transactions is a useful record of eligible expenses reimbursable under Medicare. No other caregiving service offers the same convenience, ease-of-use and security,” Cellucci said.

**CAREGIVERASSIST** delivers on its promise of high-touch/high tech care by providing 24/7 access by voice, web or text to an Advocacy Center for added peace of mind in the event of a question or a need for an intervention. To administer the Advocacy Center, Xverity has partnered with CompanyVoice, a certified women-owned full-service inbound and outbound contact center located in suburban Philadelphia with years of experience serving national health care and financial services companies. Founder and CEO Claudia Timbo attributes the success of her business to her long-standing company policy of hiring and training older adults to assist callers with questions about health care services.

The need for innovation in caregiving was echoed by Matt Murphy, former CEO of Griswold Home Care, one of the first and largest home care providers in the United States. “Most home care providers are under increasing pressure to meet higher customer expectations in the face of a tight labor market and hikes in operating expenses. Consequently, they are constantly in search of innovations that help to increase capacity and enhance the quality of care.

**CAREGIVERASSIST** is a powerful tool home care professionals can use to create the caregiving presence Joe talks about,” Murphy said

About Xverity

Xverity is a technology-enabled caregiving services company dedicated to creating a Caregiving Presence for care recipients and their caregivers in an at-home setting even when the home

care professional or family caregiver is not with the care recipient. CaregiverAssist™, the company's lead product, includes the CaregiverAssist Services Hub and a 24/7 Advocacy Center. The company has offices in Fort Washington and Bethlehem, PA and can be reached at 866.766.8557.

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