

# Remote Patient Care

## Aging Population | Health monitoring

Ensuring safety, independence, and timely medical intervention of the elderly, while addressing emotional and social needs to enhance their quality of life.



Americans with chronic illness  
Access to care is vital

**14%** of adults aged 60+ have a mental disorder, mainly **depression and anxiety**



### JOB TO BE DONE

Provide real-time remote health monitoring to ensure elderly care

### RELATED JOB

Monitor health data to improve caregiver communication

### EMOTIONAL JOB

Provide reassurance to reduce anxiety in elderly patients

## Customers



Hospitals, Caregiving Agencies, RPM Device Manufacturers, Insurance Companies

## End Users



Elderly Individuals, Caregivers, Family Members, Healthcare Professionals

# What We Plan to Implement

Low Scope



## Physical Health

- Real-Time Health Monitoring
- Medication Reminders
- User Compliance

High Scope



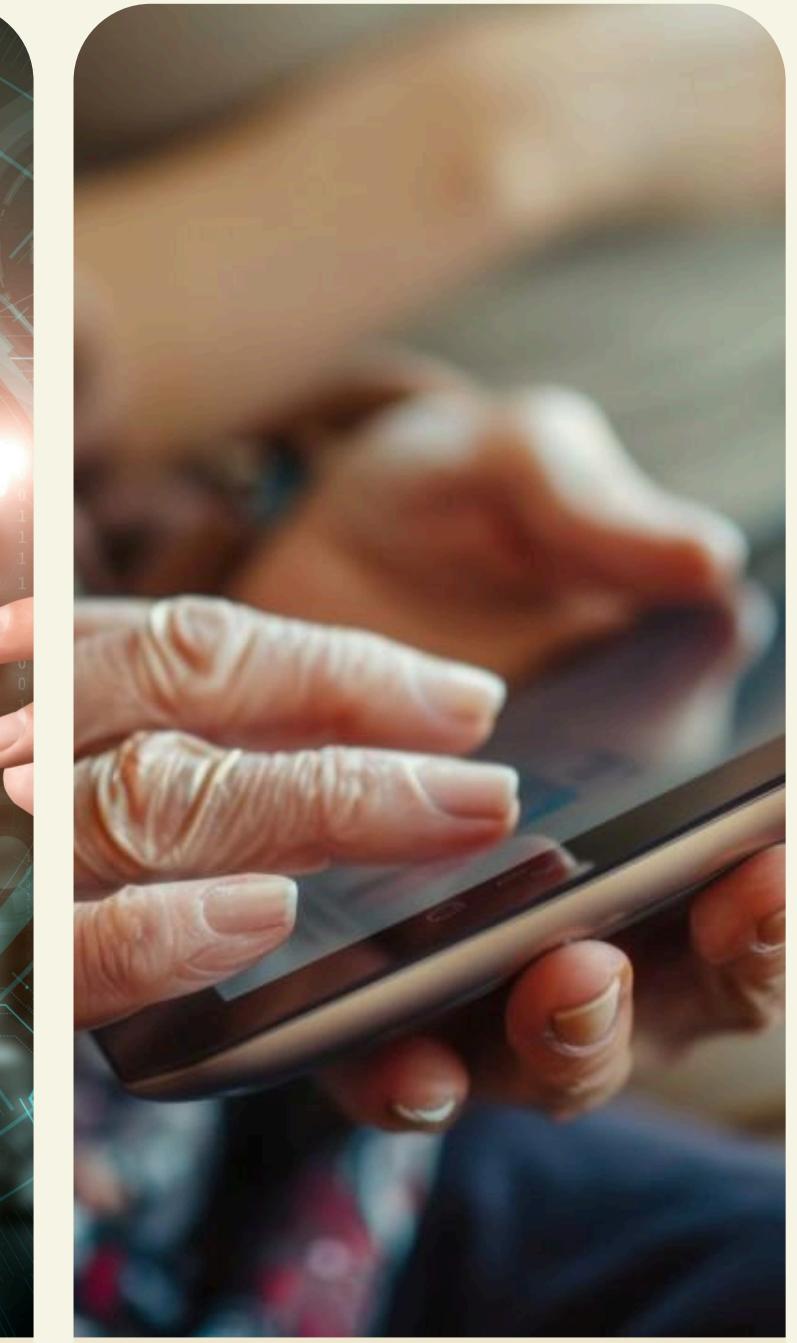
## Mental Health

- Emotional Support
- Companionship
- Mental Well-Being Alerts

## Social Health

- Social Engagement
- Interaction
- Community Integration

# Potential Constraints



## Privacy and Data Security

## Cost and Affordability

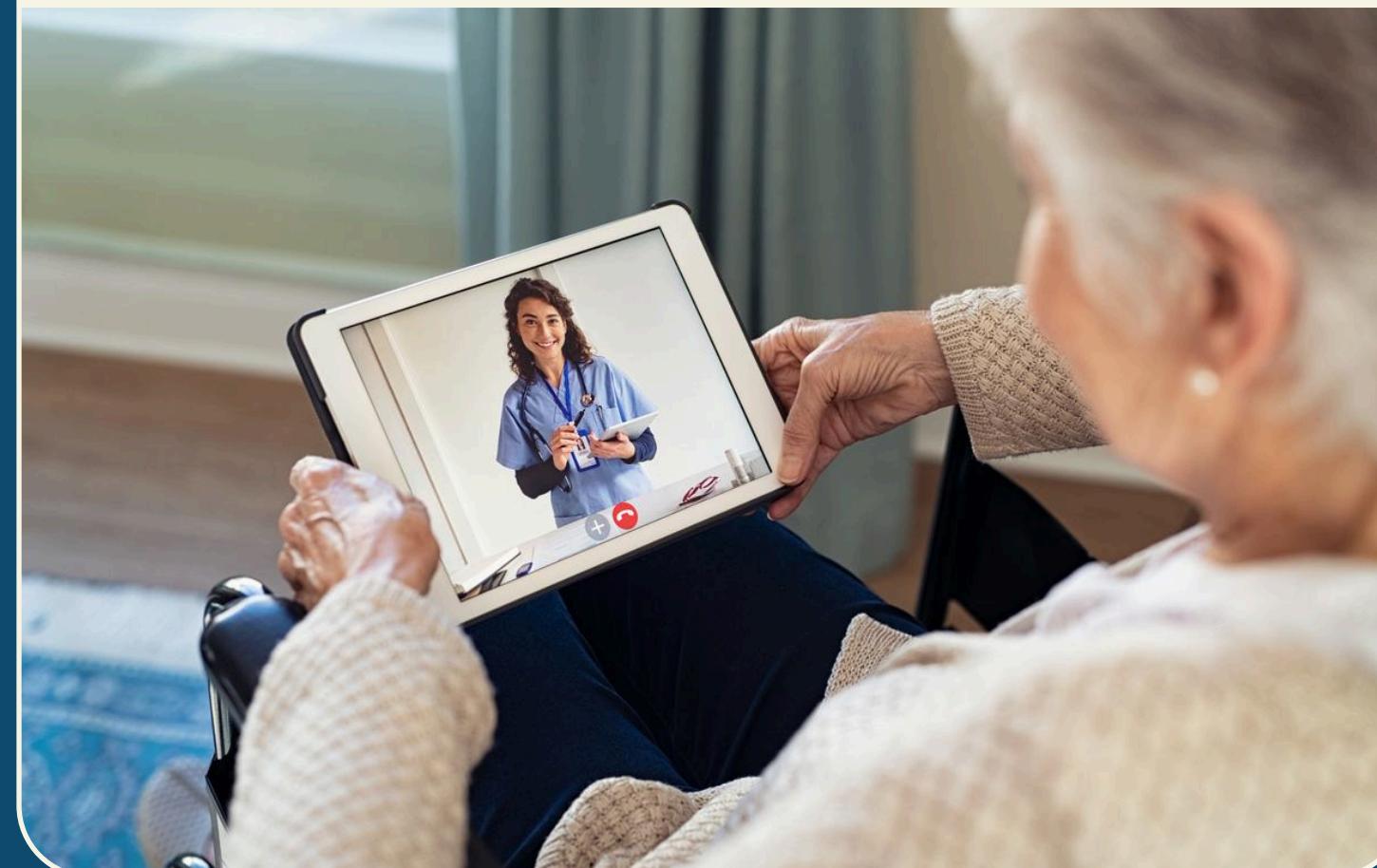
## User Trust and Acceptance

# Current Technology and Short Comings

## Telehealth Consultations

### Teladoc Health, Amwell

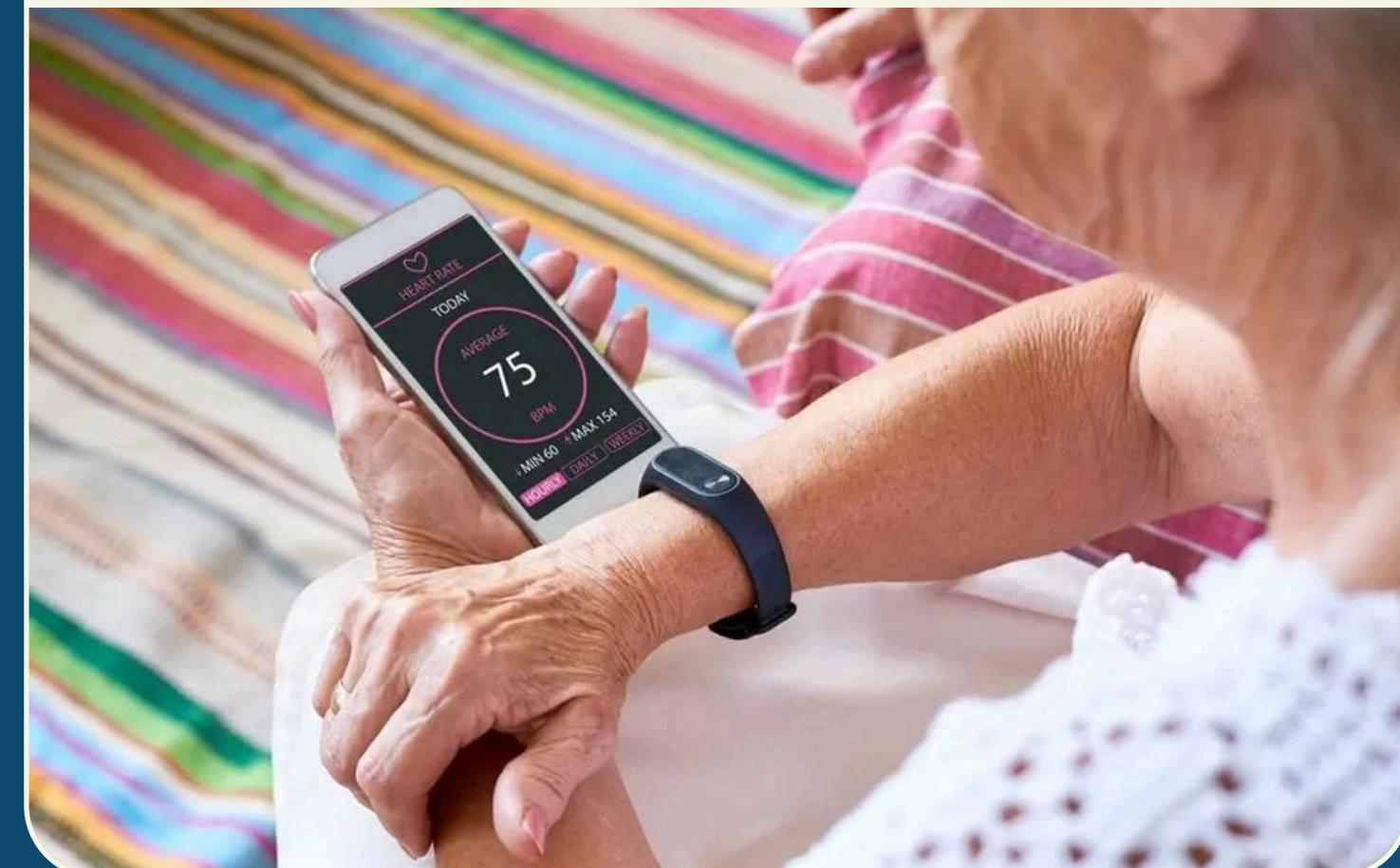
- Limited by appointment schedules
- Lack real-time monitoring.



## Wearable Devices

### Fitbit, Apple Watch

- Usually medically inaccurate
- Requires a compliant patient to wear and recharge them periodically.



## Home Care Visits

### Home Instead, Visiting Angels

- Invasive and prohibitively expensive to provide continuous care.



# Market Analysis

## Total Addressable Market

Entire U.S. healthcare market, which includes all healthcare expenditures

- U.S. Healthcare Expenditure: **\$4.1 trillion**

## Expansion Market

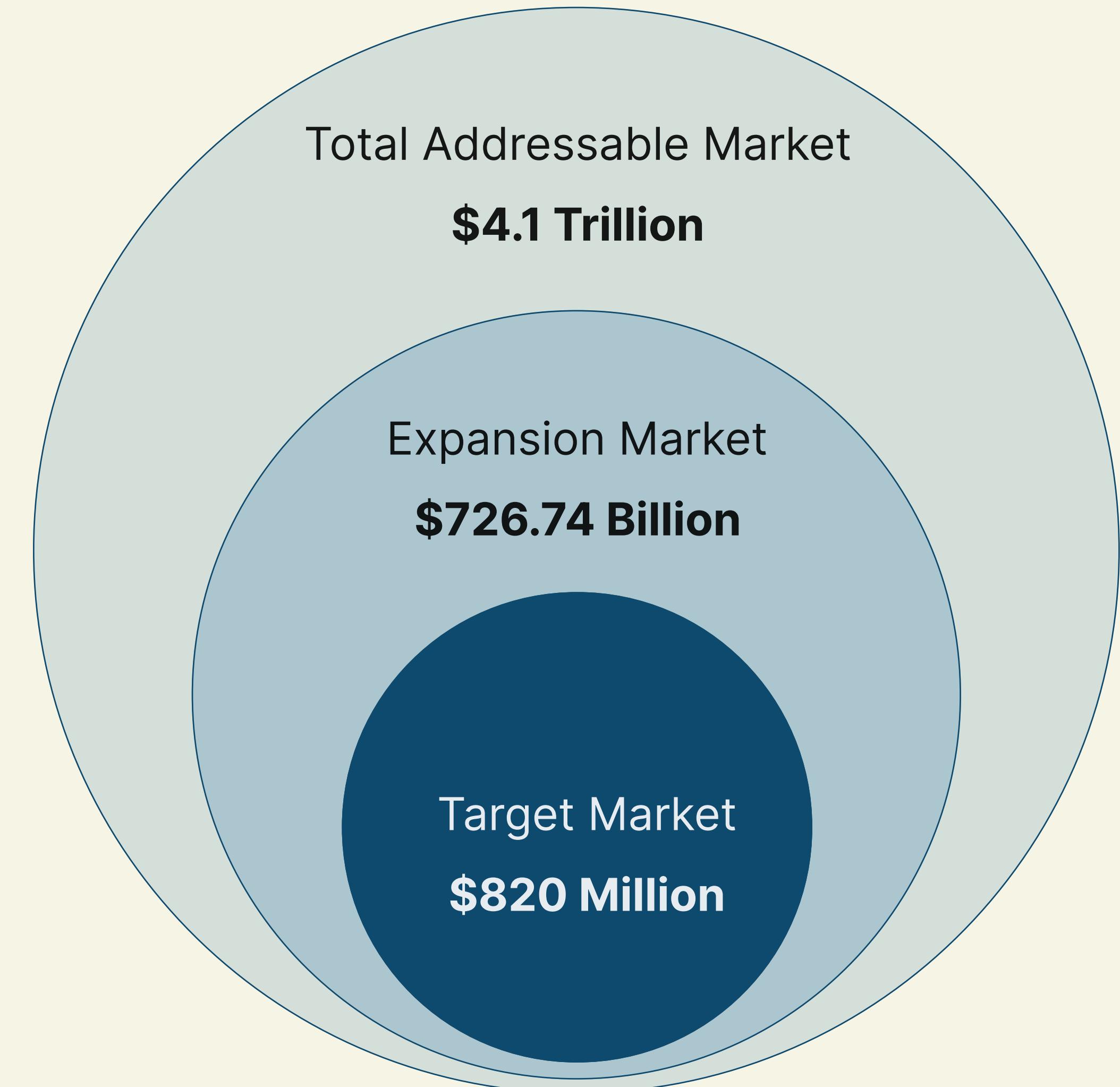
U.S. elderly population (aged 65 and older) who are potential users of healthcare services

- Elderly Population: 58 million Americans aged 65 and older
- Healthcare Expenditure per Capita: The average healthcare expenditure per person in the U.S. is approximately \$12,530.
- EM Calculation: **58 million individuals × \$12,530 = \$726.74 billion**

## Target Market

Remote patient monitoring (RPM) services for the elderly

- RPM Market Size: The U.S. RPM market is projected to reach \$29.13 billion by 2030, with a compound annual growth rate (CAGR) of 12.8% from 2024 to 2030. So it's \$2.73 billion as of 2025
- Elderly Utilization: Assuming that 30% of RPM services are utilized by the elderly population
- TM Calculation: **30% of \$2.73 billion = \$820 million**



# Market Segments

## 1. Chronic Disease Management

- Largest portion; 85% have at least 1, 60% have at least 2 chronic diseases
- Market Value: \$320 million

## 2. Post-Acute Care Monitoring

- Recovering after hospitalization, ongoing monitoring
- Market Value: \$160 million

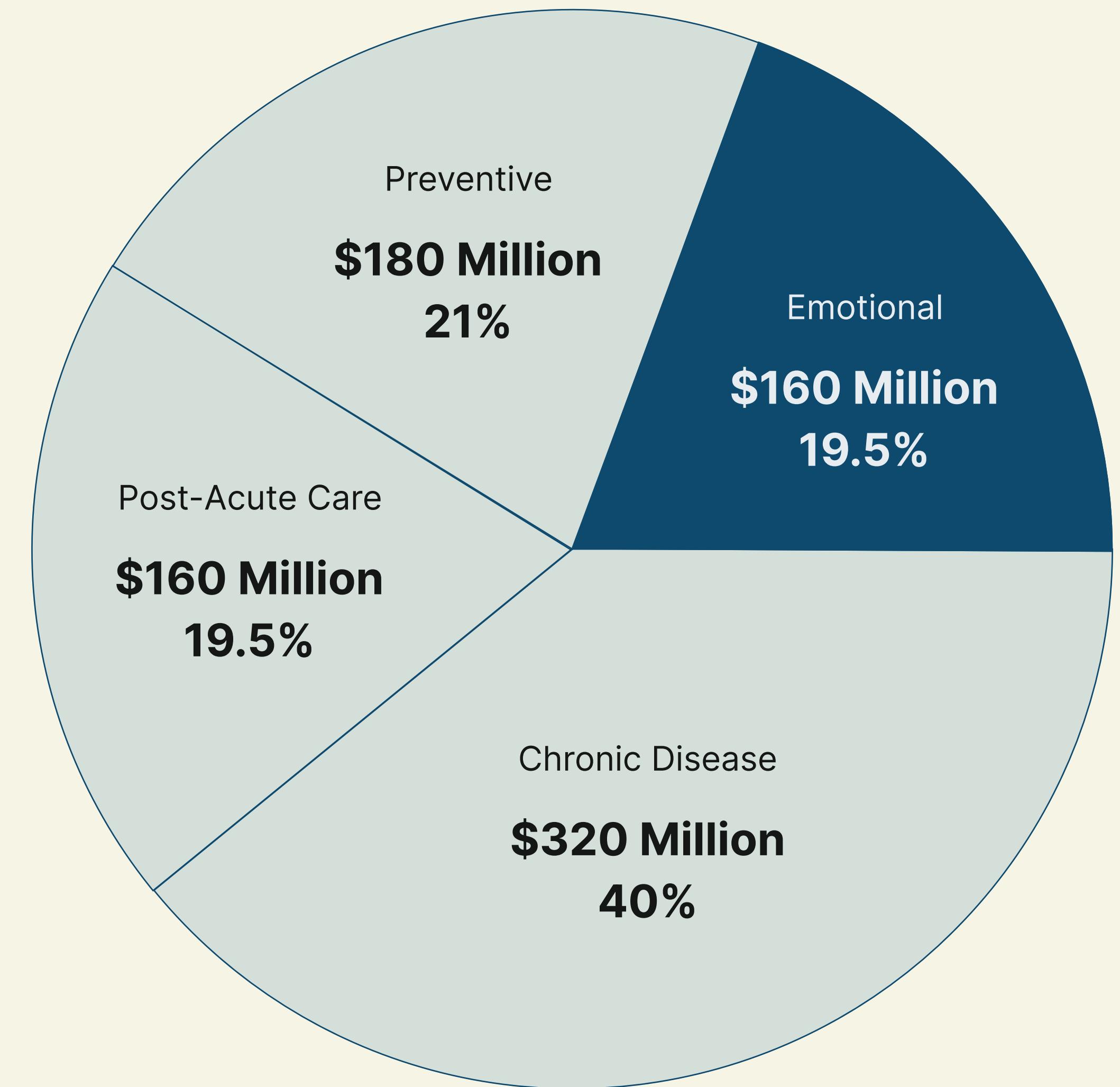
## 3. Preventive Health Monitoring

- Reduces future hospital visits
- Market Value: \$180 million

## 4. Emotional Health & Well-Being Monitoring

- Growing focus on emotional health + cognitive disorders
- Market Value: \$160 million

Total Market Potential for All Segments = \$820 million



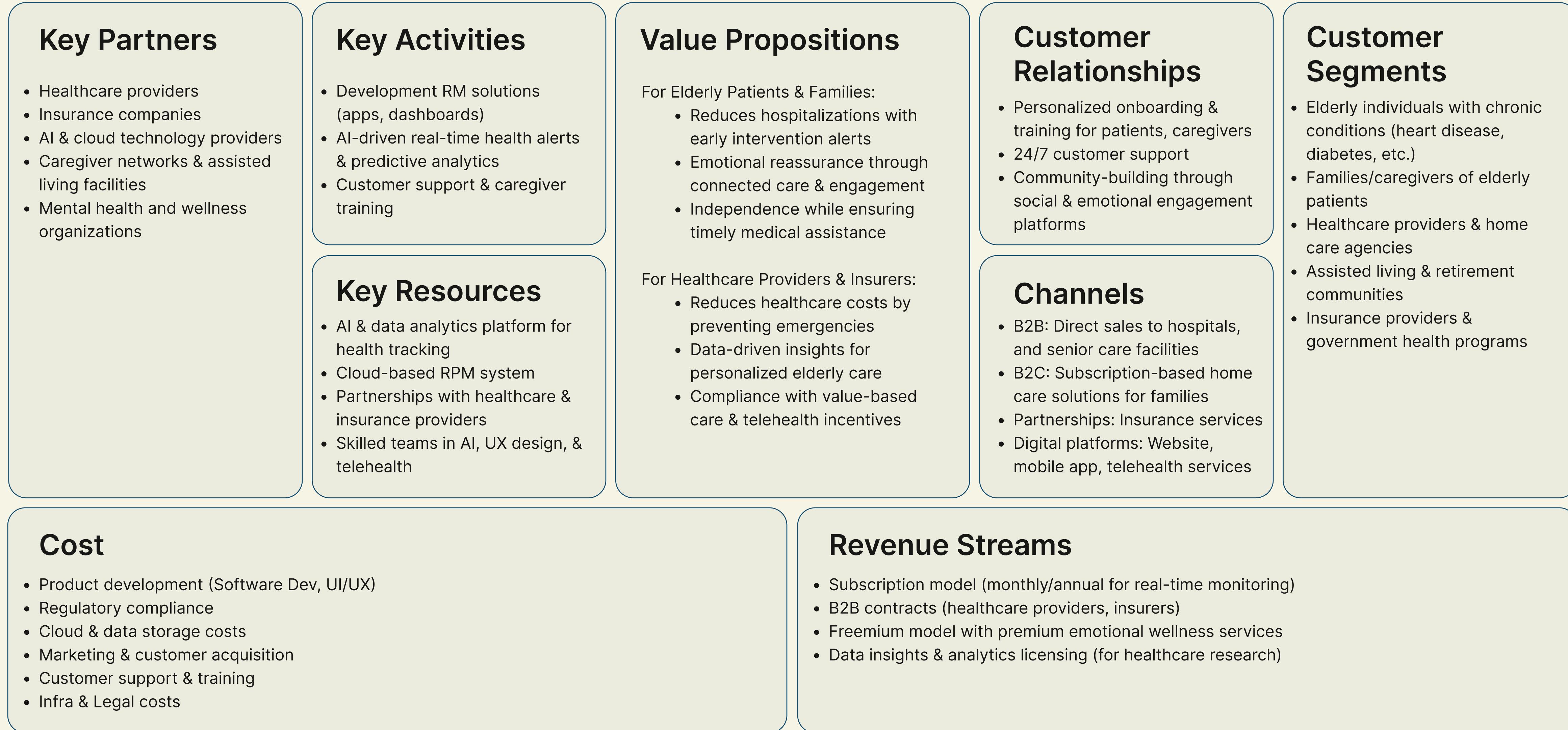
# Competitors

Competitors	Visual	Product/Service	Impact	Weakness
<b>Philips Healthcare</b> (Philips Lifeline & RPM Solutions)		Offers remote patient monitoring (RPM) solutions and <b>emergency response systems</b> for elderly individuals.	Strong presence in hospitals and home care settings with AI-driven health alerts.	Outdated UI & UX, High Cost & Subscription Fees
<b>Medtronic</b> (CareLink & RPM Solutions)		Specializes in <b>chronic disease management</b> with remote monitoring for cardiac and diabetic patients.	Provides advanced wearable technology integrated with hospital systems.	Not Focused on Elderly-Specific Needs, Complex Setup & Integration
<b>BioIntelliSense</b> (BioButton & RPM Platform)		Focuses on continuous <b>multi-parameter</b> health tracking (temperature, respiration, heart rate, etc.).	Uses AI-driven predictive analytics for early risk detection in elderly patients.	No Family Engagement Features, Overly Focused on Biometric Data

# Competitors' Advantage

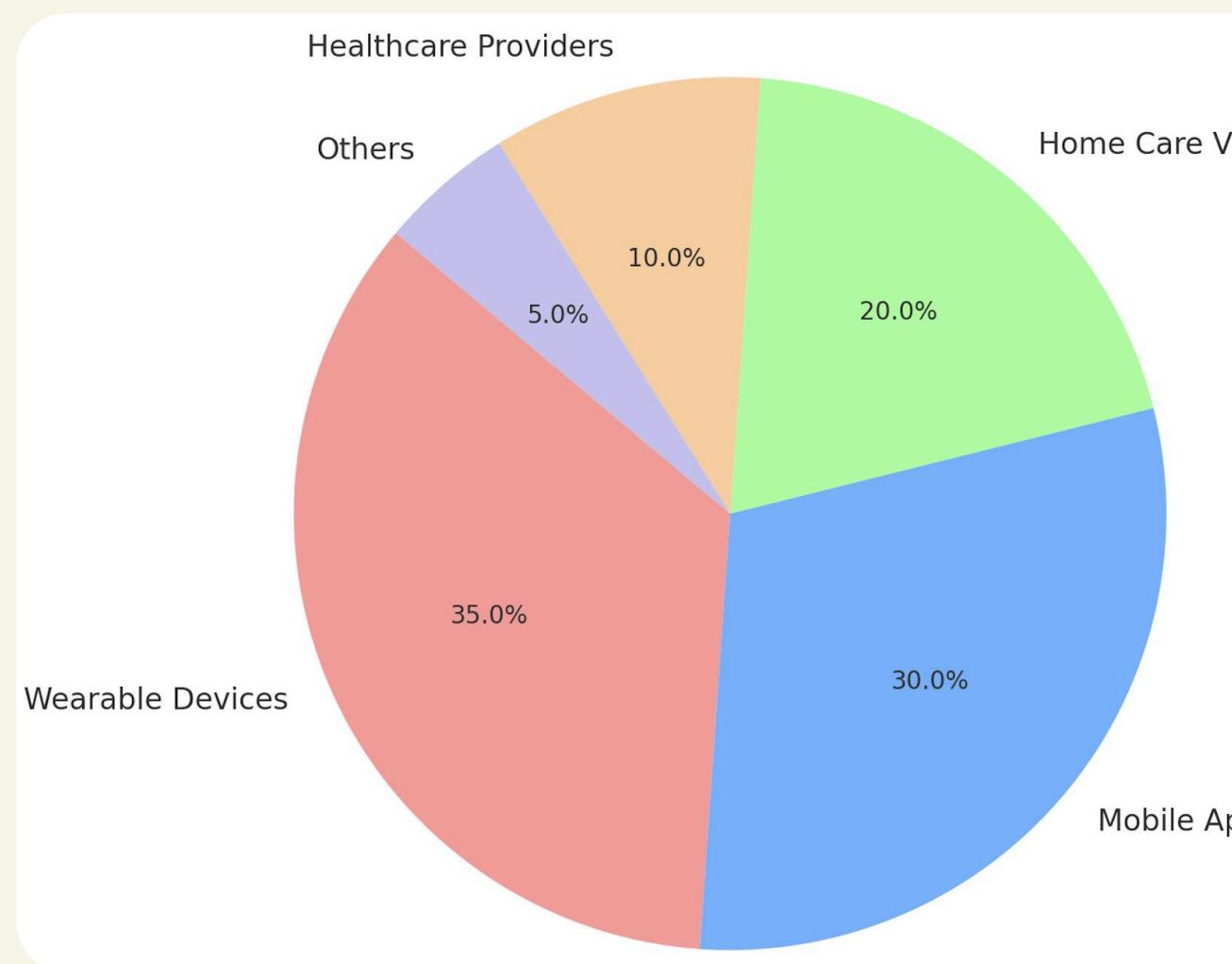
Competitors	Visual	AI-Powered Predictive Insights	Family & Caregiver Integration	Customizable & Scalable Solutions	Regulatory & Data Security Compliance	Emo Health Monitoring
Remote Patient Care		✓	✓	✓	✓	✓
Medtronic (CareLink & RPM Solutions)		✓	✗	✓	✓	✗
BioIntelliSense (BioButton & RPM Platform)		✓	✗	✓	✓	✗
Philips Healthcare (Philips Lifeline & RPM Solutions)		✓	✓	✓	✓	✗

# Business Model Canvas

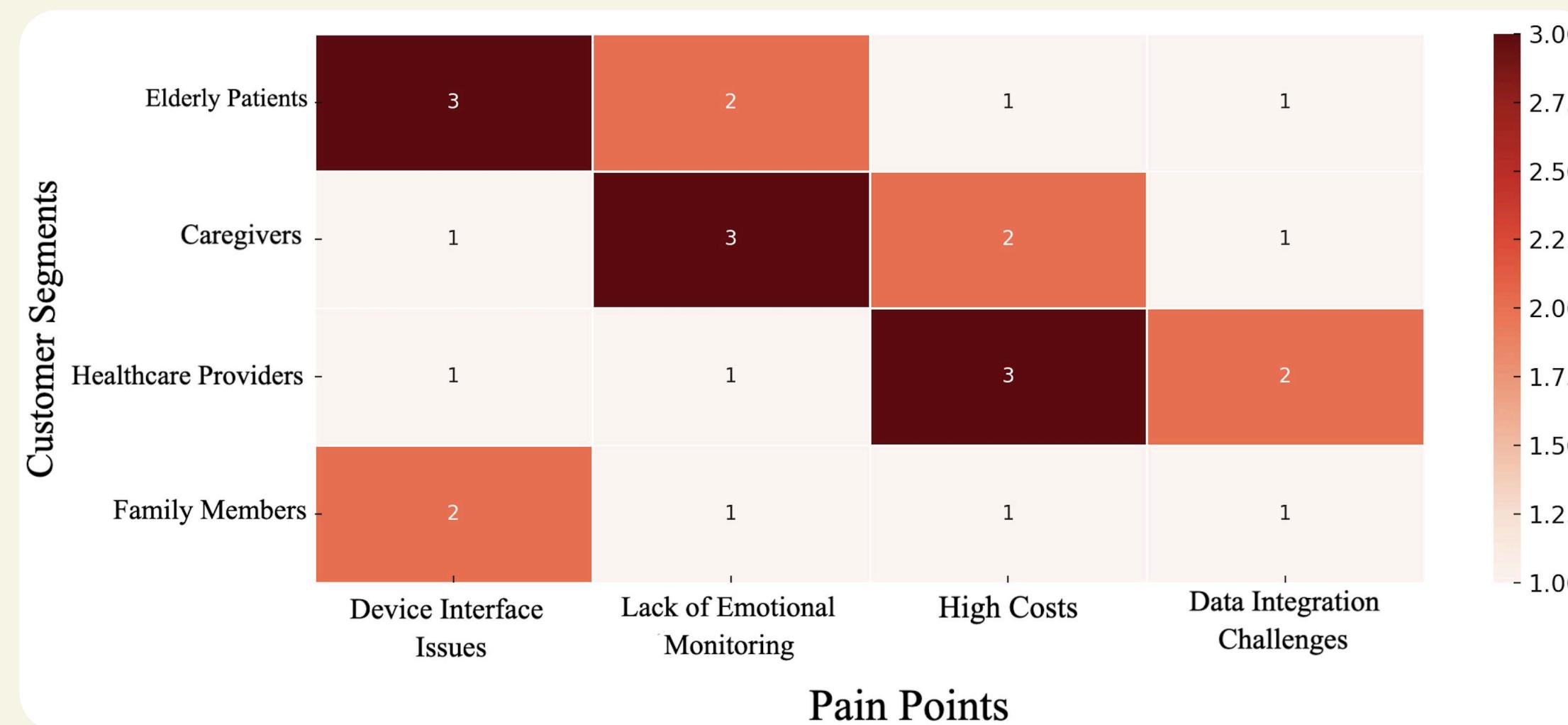


# Customer Interview Analysis

## Preferred Platforms



## Pain Points Across Customer Segments



## Marketing Message

Peace of Mind  
One Click Away  
  
Check in, Protect & Care!

## Common Themes in Customer Feedback



## Key Customer Responses

“ I wish I had way to check on my father’s health **when I’m at work**. Technology is great, but if I can’t use it easily, what’s the point? I miss having conversations with people... it’s easy to feel forgotten. ”

# Validation Matrix

Pain Points	Hypothesis	Validated?	Goals
Device interfaces are too complicated for elderly individuals.	Simplifying interfaces will increase adoption and usability of the mobile app.		Provide an easy-to-use, voice-assisted mobile app for elderly patients.
Emotional health monitoring is not effectively addressed.	Including emotional health tracking will enhance overall care.		Implement emotional health tracking features to improve mental well-being.
Lack of integration with existing healthcare systems.	Seamless integration will boost effectiveness and efficiency.		Ensure compatibility with healthcare dashboards for streamlined data management.
High cost of RPM solutions is a barrier for many.	Affordable solutions will attract a broader user base.		Reduce costs through partnerships with insurance providers.

# Solution Overview

- **Mood: Document your feelings**

Help seniors track their emotions visually with simple interactions. Alerts for caregivers, volunteers if sadness or loneliness persists.

- **My Day: Provides structure and independence**

Starting with small tasks, we're giving seniors little moments to look forward to each day. Generate tasks through AI to tweak routine and add an element of surprise!

- **Match: Meaningful connections through shared interests and activities**

Connects young volunteers and elderly peers to build meaningful relationships through shared time and conversations.

Patent Name: **ElderEase**

Patent Title: **System for enhancing emotional wellbeing and social engagement in elderly individuals through adaptive task management and intergenerational matching.**



*To view the functioning prototype of the solution please click on the title*