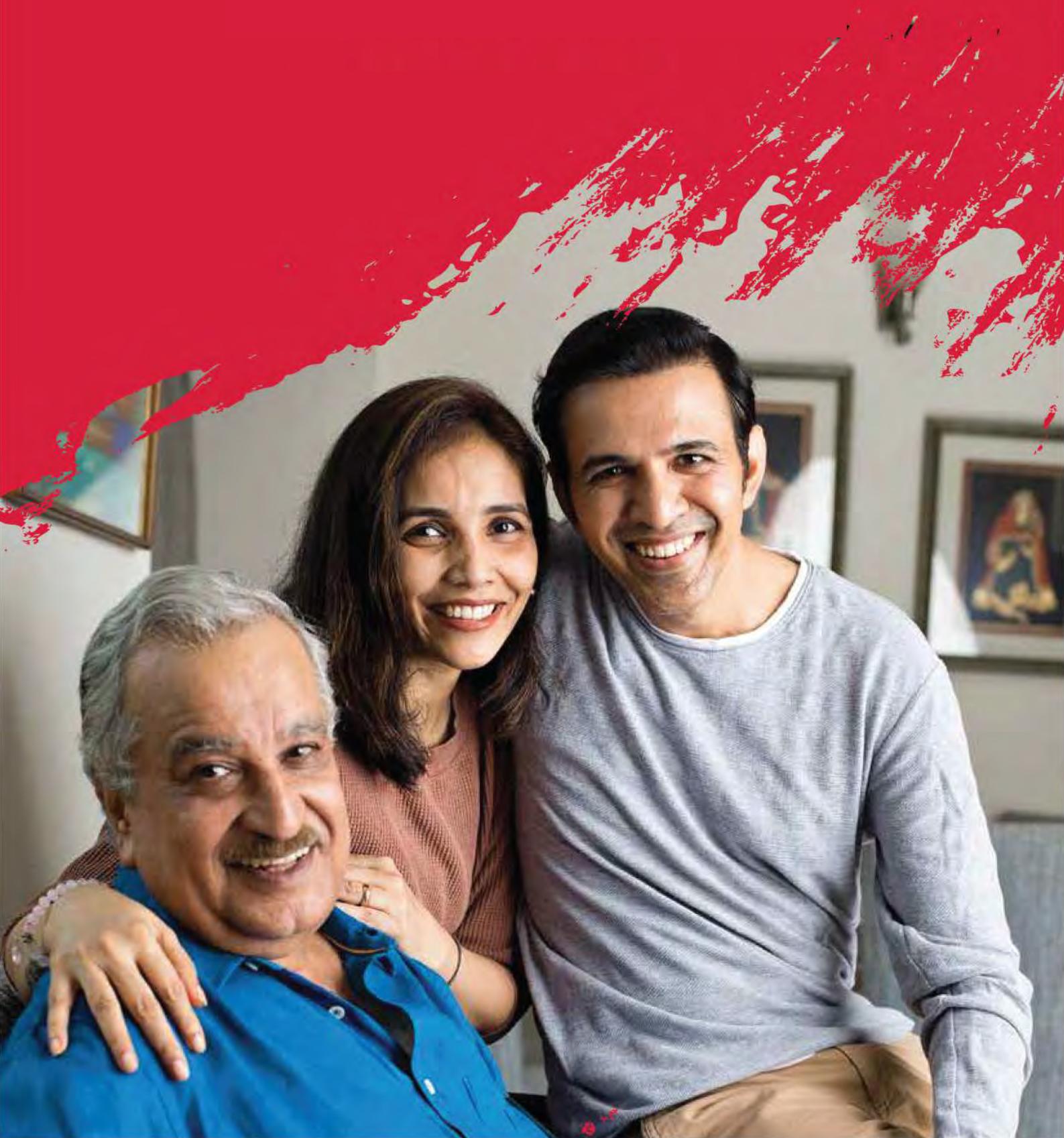




# EMOHA™

#EldersFirst



A NEW WAY OF LIFE FOR YOUR PARENTS,

# Peace of Mind for You

We know it's difficult to rest easily when you're far away from your parents and constantly worried about their wellbeing. We built Emoha to keep them and you at ease: offering best-in-class medical support and an entire community's worth of joy; a pillar your parents and you can lean on anytime.

So, the next time you call them, you can skip the "are you taking care of your health?" and instead say

*"Khulke Jiyo!"*

# Our Care Principles



## Holistic Healthcare

As senior care experts, we know care extends beyond just taking care of the physical body. That's why we also focus on emotional wellbeing so our members can live life to the fullest!



## Person-centered Care

Care at Emoha is individualized to each member and their specific needs, preferences, hobbies and interests.



## Evidence-based Approach

Our approach is based on global best practices to promote "aging-in-place": care that enables seniors to age in their own home for as long as they would like.



## Domain Leadership

Our leadership team has 30+ years of experience in senior care in US and India and play key roles in policymaking for the wellbeing of seniors in the country.

# Emoha's Pillars of Service

From emergency response to preventive health monitoring, household support, and lively activities - our memberships offer an array of benefits under four categories.



More Safety



More Health



More Convenience

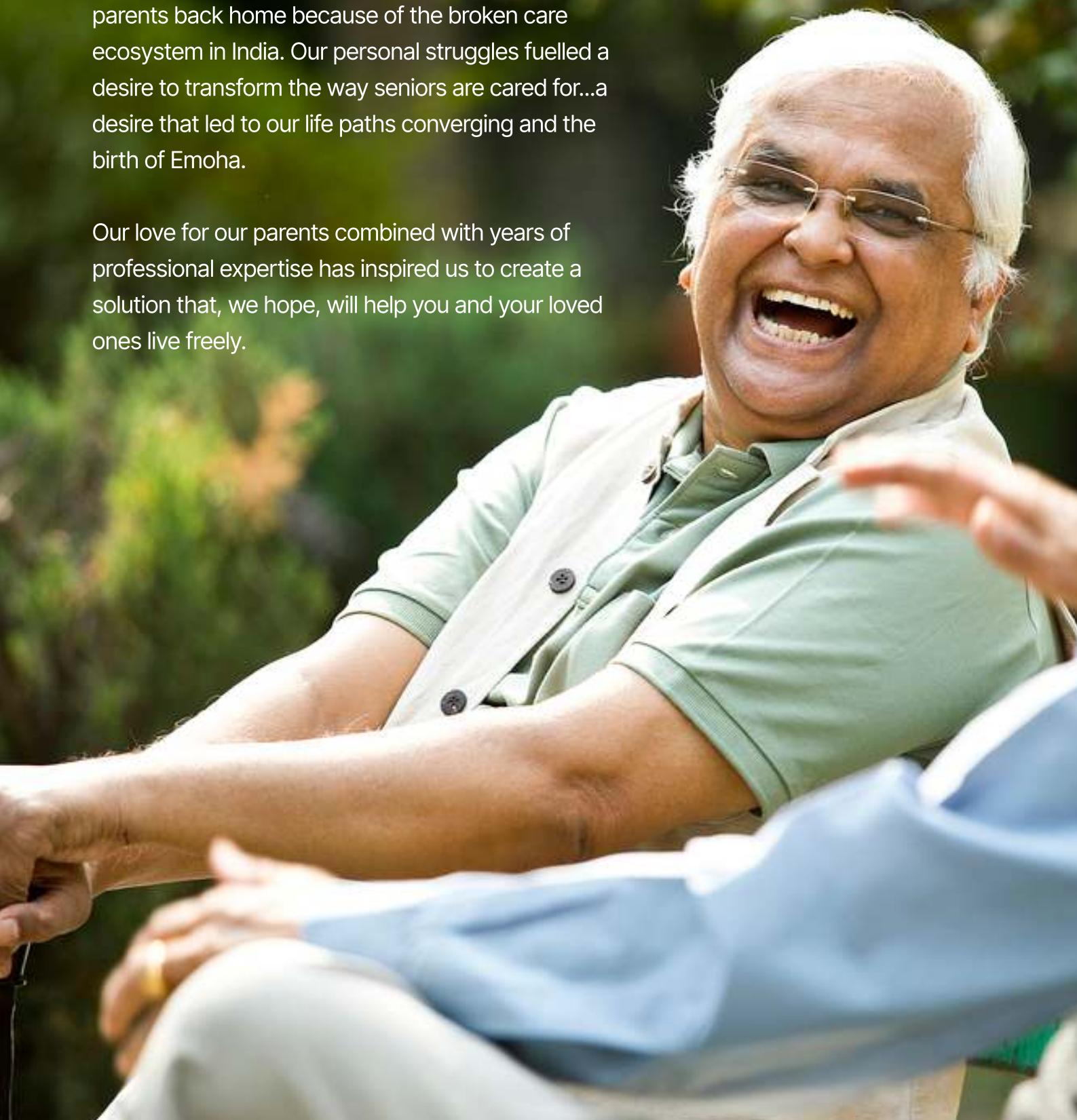


More Engagement

# Our Story

They say that when you set out to do something good, the universe conspires in helping you achieve it. That's the story of how we all came together. As senior care experts working across the globe, we personally struggled with caring for our own parents back home because of the broken care ecosystem in India. Our personal struggles fuelled a desire to transform the way seniors are cared for...a desire that led to our life paths converging and the birth of Emoha.

Our love for our parents combined with years of professional expertise has inspired us to create a solution that, we hope, will help you and your loved ones live freely.



INTRODUCING THE

# Emoha Daughter

AN EXTENSION OF YOU!

Support from Emoha is streamed into your parents' lives through the Emoha Daughter\*. Emoha Daughters are women selected from high empathy care industries like nursing, physiotherapy, psychology and undergo training at Emoha in the principles of geriatric care. Like the name suggests, the ED becomes like a 'daughter' to the senior, and also like another 'sibling' for you.

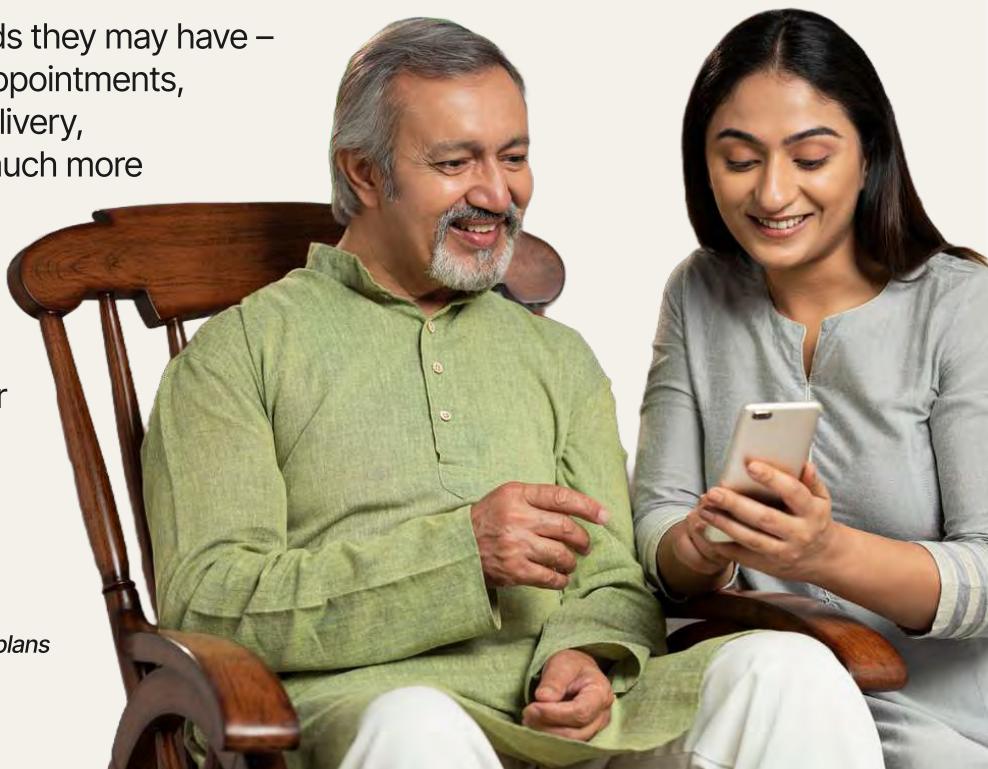
Think of the ED as an extension of yourself and akin to a personal care navigator. She'll help manage all the needs of your parents while keeping you regularly informed about their wellbeing.

Your Emoha Daughter will:

- Call your parents regularly to check on their health and wellbeing
- Help manage any emergency situations that may arise
- Organize celebrations for their birthdays and special events
- Assist with any logistical needs they may have – such as setting up doctor's appointments, arranging their medication delivery, transportation, outings and much more

In real life, daughters don't come with job descriptions – and our EDs don't either.

Their objective is to keep your parents content and comfortable in their own home.



\*Included only in Empower and Enhance plans

# More Safety

Now, you can be at ease even if you are miles away from your parents. As Emoha members, your parents can get access to India's only 24/7 Emergency Helpdesk designed to assist with both medical and non-medical emergencies of seniors.

Our support includes -

- 24/7 emergency support for ambulance response
- Emergency doctor teleconsultation
- Ambulance evacuation expense coverage
- Paramedic support during emergency\*
- Daily check-in calls from Emoha Daughter
- Home safety assessment and guidance to make your home fall-proof

*\*Currently available in select cities only*



# More Health

Care for seniors is an art and a science. With Emoha, your parents can get the best of holistic healthcare and specialised geriatric support.

- Unlimited teleconsultations with doctor
- Access to verified and trained nurses and attendants
- Help arranging doctor's appointments
- Functional assessment of Activities of Daily Living (ADLs)
- Geriatric depression screening
- Geriatric care management plan development & monitoring

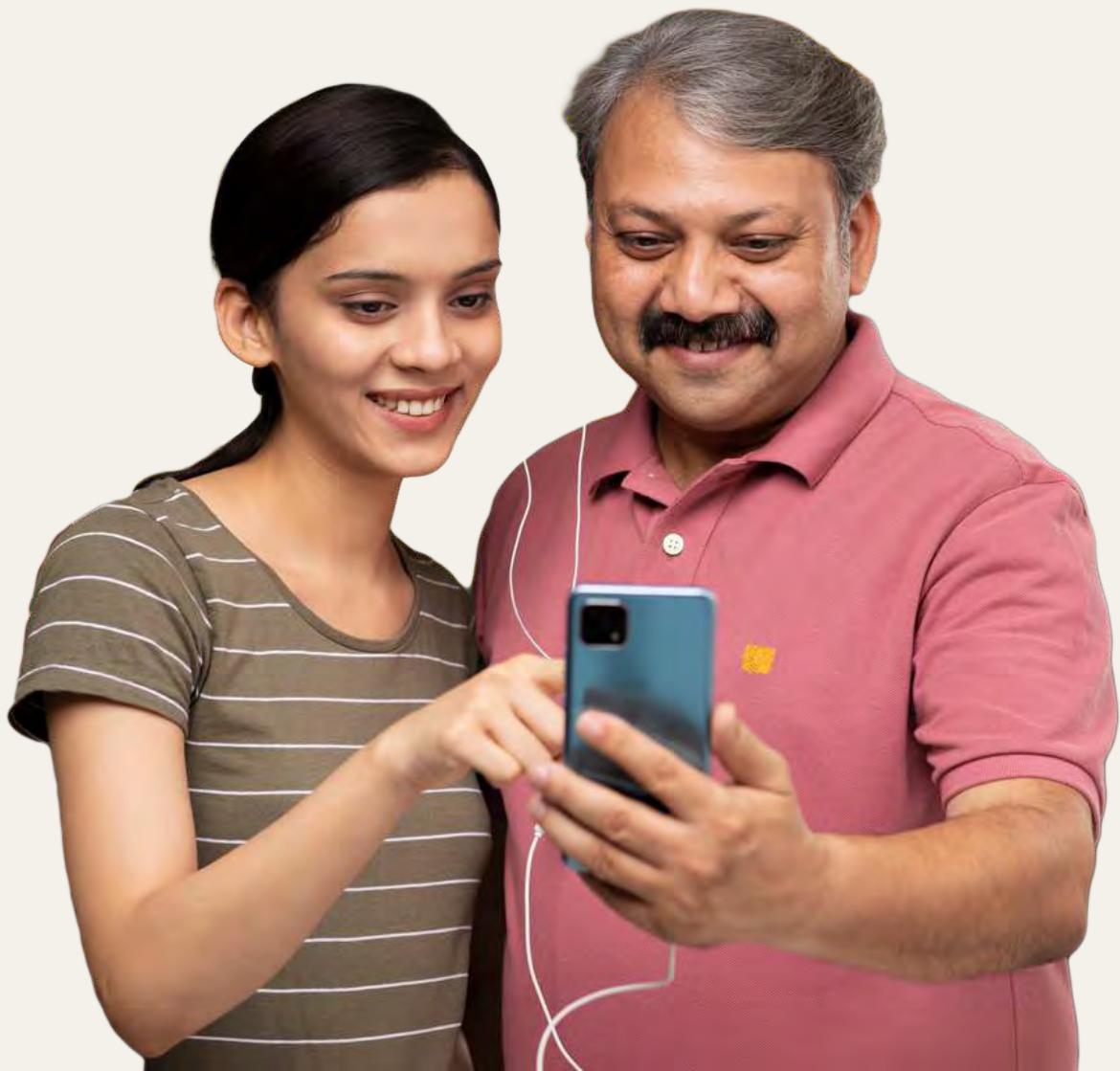
- Monitoring of care plans by senior nurse
- Health monitoring sensors at home (BP, SPO2, Heart rate, Temperature, Blood Glucose)
- Fortnightly vitals monitoring
- Chronic disease management plans
- Digitization of prescriptions & health records
- Free annual full-body checkup



# More Convenience

Why hassle yourself with the logistics of appointments or errands? With Emoha by your side, we'll set up your parents' appointments, arrange transportation, and send trained staff to accompany them!

- Health helpdesk for delivery of medicines, labs, equipment
- Discounted value-added services
- Personalized support from Emoha Daughters
- Group travel, tickets and tours
- Home care helpdesk for carers / nurse at home
- Hospital accompaniment helpdesk
- Assistance with CGHS, ECHS paperwork



# More Engagement

Retirement is the time to “re-attire”. Now with Emoha’s interactive online events, your parents can connect with a community of peers, discover new hobbies, learn a new skill and much more!

- Access to interactive virtual events designed for seniors
- Access to care support groups
- Cognitive enhancement activities
- Education on chronic care management
- Exclusive online clubs like poetry club, Bollywood club and more
- Access to offline events and activities
- Celebration of birthdays and special days



# Membership Plans

For Individuals & couples

BEST SELLER

## Engage

## Empower

## Enhance

### More Engagement

- Interactive Online Events designed for Seniors
- Offline Events and Activities\*
- Exclusive Online Clubs
- Celebration of Birthdays and Special Days
- Access to Care Support Groups
- Cognitive Enhancement Activities
- Chronic Care Education

✓	✓	✓
✓	✓	✓
✗	✓	✓
✗	✓	✓
✗	✗	✓
✗	✗	✓
✗	✗	✓

### More Safety

- 24/7 Emergency Coordination
- Ambulance Evacuation Expenses\*\*
- Emergency Doctor on Call
- Daily Check-in Calls from Emoha Daughter
- Guidance on Fall-Proofing Home
- Home Carer KYC Storage with Emoha

✓	✓	✓
Pay per use	Twice a year	Twice a year
Pay per use	✓	✓
✗	✓	✓
✗	✗	✓
✗	✗	✓

### More Convenience

- Helpdesk for Medicines, Labs, Equipment
- Discounted Value-Added Services
- Personalised Support from Emoha Daughters

✗	✓	✓
Up to 5%	Up to 10%	Up to 15%
✗	✓	✓

\*Available in select cities only

\*\*T&Cs Apply

# Membership Plans

For Individuals & couples

	Engage	Empower	Enhance
<b>More Convenience</b>		<b>BESTSELLER</b>	
• Transport Assistance Help Desk	✗	✓	✓
• Homecare Helpdesk for Carers / Nurse at Home	✗	✓	✓
• Visit by Emoha Companion	✗	Twice a month	Weekly
• App for Value-Added Services	✓	✓	✓
<b>More Health</b>			
• Access to Electronic Health Records	✓	✓	✓
• Access to Nurses and Attendants	✗	✓	✓
• Help Arranging Doctor Appointments	✗	✓	✓
• Access to Care Support During Hospitalisation	✗	✓	✓
• Doctor Home Visit	✗	Pay per use	Once a month
• Unlimited Teleconsultation with Doctor**	✗	✓	✓
• Digitisation of Prescriptions by Emoha Daughter	✗	✓	✓
• Health Check	✗	✗	Full Body Check
• Functional Assessment of ADLs	✗	✗	✓
• Geriatric Depression Screening	✗	✗	✓
• Geriatric Care Management Plan Development & Monitoring	✗	✗	✓
• Senior Nurse for Monitoring Care Plans	✗	✗	✓
• Health Monitoring Sensors at Home	✗	✗	✓
• Vitals Monitoring on Fortnightly Basis	✗	Pay per use	✓

\*\*T&Cs Apply

# Plans For Individuals

## Engage Plan

**₹599**

for 12 months

## Empower Plan

**₹37,499**

for 6 months

**₹59,999**

for 12 months

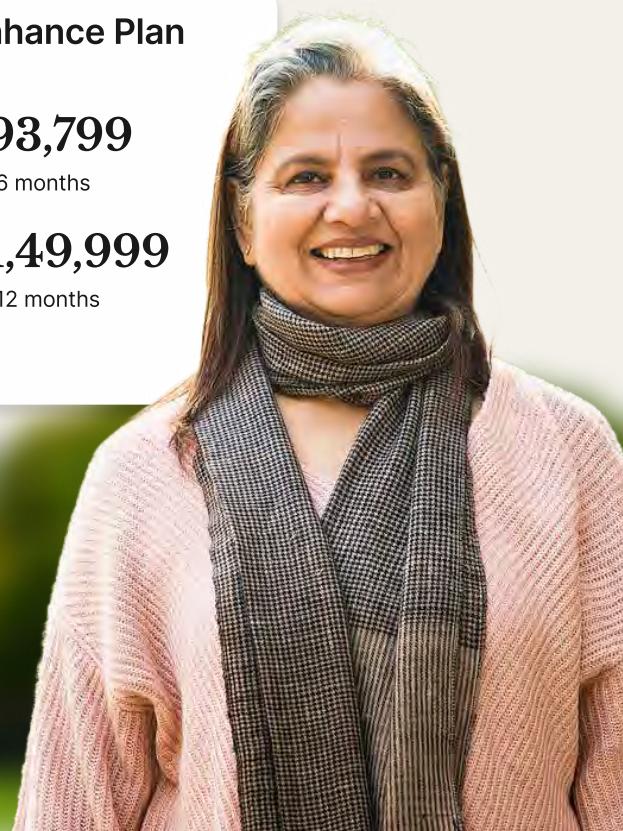
## Enhance Plan

**₹93,799**

for 6 months

**₹1,49,999**

for 12 months



# Plans For Couples

## Engage Plan

**₹899**

for 12 months

## Empower Plan

**₹56,299**

for 6 months

**₹89,999**

for 12 months

## Enhance Plan

**₹1,40,699**

for 6 months

**₹2,24,999**

for 12 months



\*All prices are inclusive of GST

# Things to Keep in Mind



## Please note :

For Enhance plan, the term for the annual plan is for 13 months of which the first month is for onboarding and initiation.

It is not chargeable.



The first month is utilised in investing into a detailed understanding of the elder's needs and preparation of Preliminary Care Plan



Services will start with a service initiation call within 24-48 hours of the transfer of funds, and on the next working day (Mon - Friday).



Post the service initiation call, our Emoha Daughter will organize a Geriatric Assessment Call (GAC) with an Emoha Doctor



As part of the induction, Emoha team will identify a suitable Emoha Companion and a Doctor from the neighbourhood who will meet all the needs of the senior.

HEAR FROM  
*Enoha Members*  
AND THEIR CHILDREN





"Emoha helps me stay involved and active. MOH TV has many clubs such as Bollywood Club and Learner's Club and I'm an active member in all."

## Mona Rolston

Emoha Member



"Emoha is like my extended family that can take care of our needs during emergencies, help with medical check-ups and provide emotional support."

## Dr. Gupta

Emoha Member



"Emoha takes care of my parents, not only in regards to healthcare, but even their engagement and entertainment. You always know that they are only one call away."

## Siddharth Malhotra

Asia Pacific Regional Lead, Mastercard-Australia



"In today's world it is very difficult to find the help and care our elderly parents in India need. With Emoha, my parents are getting the care that even money can't buy."

## Vandana Dsouza

Case Officer, Sydney

# Join Us & Khulke Jiyo!



**60000+**

Seniors protected today

**500+**

Lives saved

**500+**

Doctors on call

**Pan India**

Coverage

ARE YOU READY TO GIVE YOUR PARENTS THE  
*Gift of Emoha?*

Call us at

**1800-203-5135**

If you're in India

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**+1888-866-0486**

If you're overseas

[www.emoha.com](http://www.emoha.com)

Have your parents  
download the app:





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EMOHA

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