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# Longevity Care Solutions for Aging in Place

Clearday™ offers a spectrum of innovative Aging in Place services designed to help families successfully support the care of their loved ones battling lifestyle-limiting cognitive conditions like Alzheimer's and Dementia.

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## Overview

The Clearday™ Virtual Care Platform delivers our interactive content and resources across your care venues to support families, patients, and care providers battling the challenges of cognitive-decline diseases.



### It is becoming increasingly difficult for healthcare businesses to serve aging populations.

At every level of healthcare, aging Americans in need of memory care face unprecedented challenges:

Over ten thousand Americans turn 65 each day,<sup>1</sup> with a 146% increase in Alzheimer's related deaths.<sup>2</sup> Families and caregivers both lack the confidence and support to navigate cognitive decline.

While there are 28 thousand residential care facilities in the USA,<sup>3</sup> with an average cost of over \$80k a year,<sup>4</sup> 90% of adults would prefer to live at home.<sup>5</sup> But, the unpaid 42 million adults providing care<sup>6</sup> are ill prepared for the challenges of Alzheimer's and dementia.

Existing care businesses can't keep up. A massive labor shortage has demand outpacing supply for home health 43:1 in job listings.<sup>7</sup> External competition for these same applicants and lack of career opportunities continually pressure business's ability to grow.

This combination of challenges negatively impacts the quality of care, a brand's reputation in the market, and ability to recruit and retain talent — all of which create substantial financial pressures on a business.

### Clearday solutions drive business growth by helping caregivers support people's need to age in place.

Clearday's Virtual Platform and suite of solutions are the future of longevity care.

We unite modern technology, telehealth, and interactive training to drive revenue, expand your customer base, and provide a meaningful career paths to your employees. Most importantly, we help the people in your care tackle the challenges of cognitive decline with grace and dignity.

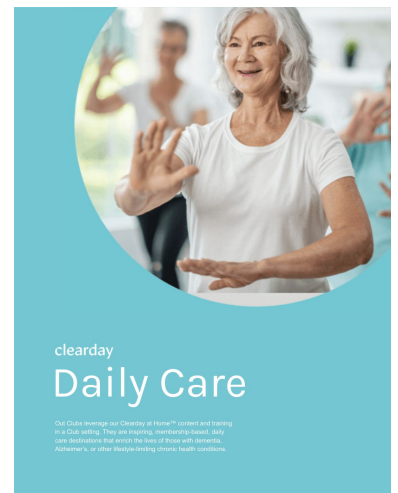


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### Home Health Agencies

The Clearday Network™ is a B2B alliance program that requires third party, non-acute home care agencies, home health services businesses, and other aligned partners to offer innovative memory care services based on the Clearday at Home™ platform.

### Growth & Retention for Home Health Agencies



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### Daily Care

Our Daily Care™ (or Clearday at Home™) content and training is a daily activity. They are designed, interactive, and easy to use. Activities that enrich the lives of those with dementia. Alzheimer's is an other disease-making serious health conditions.

### Daily Care Clubs for Revenue Expansion



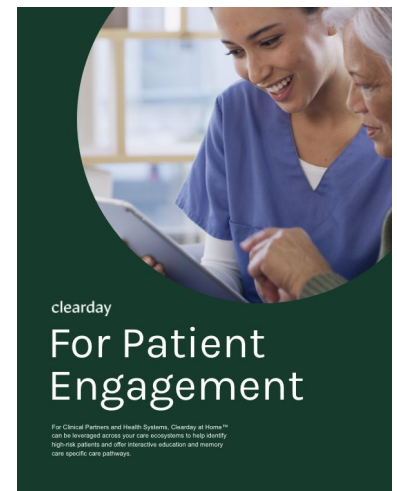
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### Corporate Benefits

The Clearday Network™ is a B2B alliance program that requires third party, non-acute home care agencies, home health services businesses, and other aligned partners to offer innovative memory care services based on the Clearday at Home™ platform.

### Care at Home

### Self-Service Programs for Employee Retention



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### For Patient Engagement

For Clearday Partners and Health-Systems, Clearday at Home™ can be leveraged across your care ecosystem to help identify high-risk patients and offer interactive education and memory care specific care pathways.

### Engagement Solutions for High-risk Patients

[1. AARP, United States](#) [2. 2020 Alzheimer's disease facts and figures](#) [3. CDC, Residential Care Communities](#) [4. Senior Living, Nursing Home Costs](#) [5. Globe Newswire, Nearly 90% of Americans Age 50 and Older Want to Age in Place](#) [6. AARP, Caregiving in the US 2020](#) [7. Axios, Pandemic Exacerbates Massive Shortage of Health Care Workers](#)

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# Virtual Platform

Our virtual platform gives your clinical providers, non-acute care teams, and end clients access to interactive solutions, from the point of care to successfully Aging in Place.



## Digital Delivery

Clearday's platform is securely hosted in the cloud, providing you 24/7 access.

- + BYOD compatible including Mobile, Tablet, and Desktop viewing
- + Video content compatible with existing patient engagement portals and patient engagement systems
- + Management, reporting, and analytics delivered virtually

## Content Library

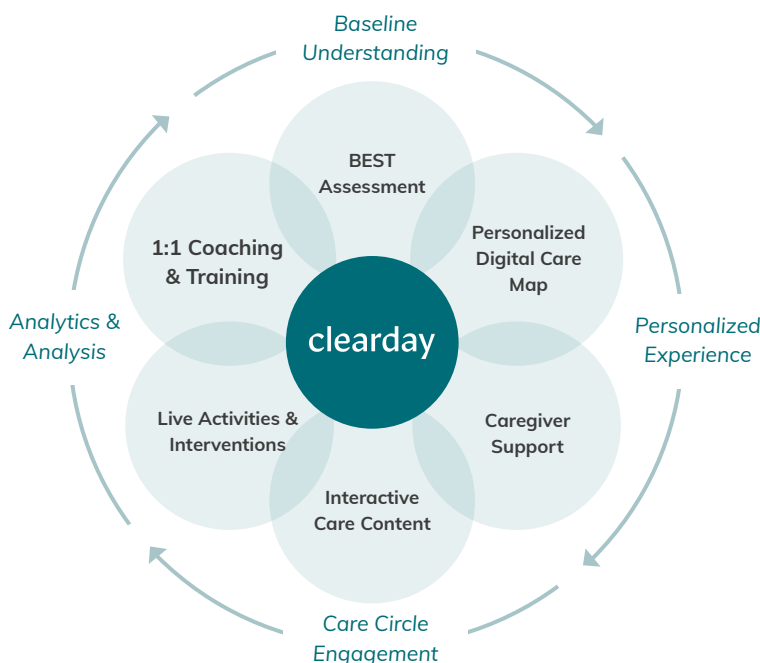
Access diverse content and interactive activities personalized to individuals' abilities.

- + Hundreds of videos aligned to holistic care including interactive activities, nutrition support, and mobility exercises
- + Caregiver training and education supporting those learning to assess and care for Alzheimer's and dementia clients

## Interactive Care

Engage in live group sessions, one-on-one coaching, and support for care assessments.

- + Live stream activity sessions to keep clients engaged and entertained to improve their mind, body, and soul
- + Schedule on-demand sessions with veteran memory-care staff
- + Live, on-demand BEST Assessment administration and scoring



## Clearday Virtual Care Cycle

Our platform digitally enables the delivery of memory and Alzheimer's specific content to a comprehensive set of endpoints across the care continuum.

**Clinical Environments** — Use Clearday for patient engagement and education during inpatient stays to support high-risk patients, aid in discharge planning, and conduct pre-stay cognitive assessments.

**Primary Care Practices** — Primary Care Physicians are often too burdened with delivering care to assess patients and provide proactive programs that would help them age in place. Clearday helps to identify cognitive decline and personalize a digital care map.

**Ambulatory and Emergency Care** — Dementia and Alzheimer's patients are at higher risk for falls and secondary injuries after procedures. Reduce readmittance risk and improve patient experience with Clearday at Home support.

**Home Care** — Clearday at Home acts as both a standalone self-service platform and as an enhancement to home care agencies extending their reach into memory care.





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Network

# Home Care Agencies

The Clearday Network™ is a B2B alliance program that empowers third party, non-acute home care agencies, home health services businesses, and other aligned partners to offer innovative premium care services based on the Clearday at Home™ platform.

# Grow with care

The Clearday Network™ gives home care agencies the ability to increase revenue, attract and retain staff, and provide the best care to clients and their families.



## About Clearday

Clearday is the market Leader in Aging in Place Solutions to support Cross-continuum care.

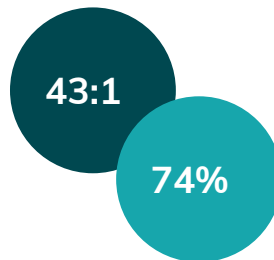
With over 5,000 families served, Clearday offers a spectrum of innovative services designed to help families successfully support the care of their loved ones in the home environment. We are pioneers of memory care solutions: Longevity Centers, Daily Clubs, and At Home Virtual Care.

## Powered by Clearday

Our integrated platform allows you and your team of caregivers to deliver the best quality memory care to those who need it most.

Clearday Network affiliation is your differentiator in highly competitive markets where your brand's reputation must be synonymous with quality — from building your team to delivering better care, Clearday is your partner for growth.

## Caregiver Crisis



In Q3 of 2021, care aide listings outpaced applicants **43:1**. The inability to recruit high-quality, engaged employees — and retain them — puts direct pressure on the quality of care being provided.<sup>1</sup>

The result is that Home Care agencies are turning away business, because they don't have the caregivers to support it, and most importantly, families are not getting the care they desperately need.

**“74% of home care agencies were required to turn-away new referral business due to staffing shortages”<sup>2</sup>**

**54%** Of employees are unclear about their promotion & career path.<sup>3</sup>

**70%** Of employees say that they're likely to leave their current job for another opportunity at a company that invests in professional development.<sup>4</sup>

## Prepare, support and retain your new caregivers

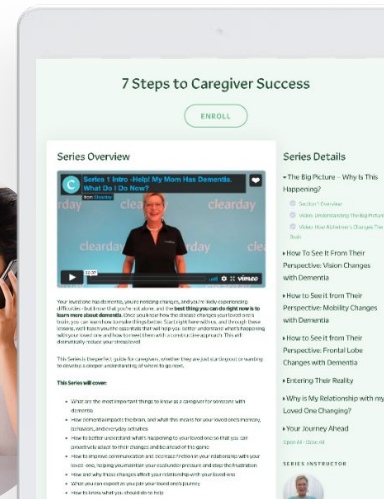
Clearday at Home is the digital care platform Home Care Agencies use to grow their top and bottom lines, while improving the quality of care.

- + Increase revenue for your business
- + Attract and retain caregivers
- + Provide the best care for your clients

### Clearday at Home

**LIVE SESSION REMINDER**  
30 min until our 2:00 pm Clearday Meals live session starts!

[Join us!](#)



## Increase revenue for your business

The Clearday at Home Virtual Platform provides you and your team the digital tools to increase your client base, and the hours of care you provide, without having to increase your staff count. We make your staff, count.

### Provide more care with the same resources.

By leveraging digital tools like live interactive video sessions and 24/7 on-demand videos, you can provide your members with even more care with the same personnel resources.

### Service clients who need less than 4 hrs a day, profitably

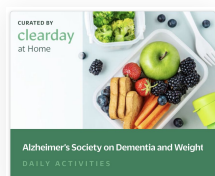
Care for a new segment of clients virtually, keeping them engaged and paying when they don't yet meet your minimum hours requirements. This allows new customers to grow with you as they require more service.

### Visibility into the care you provide

Our dashboards and reporting give you visibility into client and staff engagement – so you can gain insight into when a client needs more hours or more specialized care.

## Attract and retain caregivers

When caregivers feel prepared, they are less likely to leave their job. Prepare your caregivers with digital care training, not only preparing them for their daily care scenarios, but teaching them how to leverage modern tools like videoconferencing, streaming and on-demand mobile-first content to provide better care, and to be better prepared for the future.



- + Expert-created videos showing your caregivers how to deal with a wide variety of care-related incidents
- + Mobile-friendly 30 second videos that teach your caregivers how to handle care issues as they arise
- + On-demand video resource
- + Curated resources for developing skills
- + Cognitive Care Training
- + Live Chat & Phone support available
- + Access to seasoned caregivers
- + Integrated feedback loops & support

## Provide the best care for your Clients

Give your caregivers the backup they need – so they feel confident in any difficult care situation. Caregivers get fast answers to care-related questions and have the on-the-job tools and resources to deliver excellent care.

### 24/7 access to our virtual activity platform

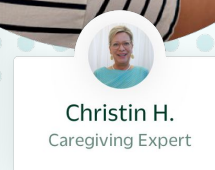
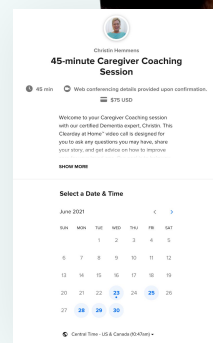
Our video library is designed for all levels of cognitive care. You'll find everything from brain games, to exercise, to nutrition – and much more.

### Designed engagement for better outcomes

Our Care pathways are specifically designed to Engage and Stimulate our members, which positively affects Behavior and Temperament, so members can Age in Place longer.

### Personalized content and care plans

Using Cognitive Assessment results, we provide a Care Plan each month to confidently adapt the care you provide.



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[1. The health care worker squeeze](#) [2. 2021 HHCN "Impact of Staffing Challenges"](#) [3. The 2019 Employee Engagement Report](#) [4. 17 Surprising Statistics about Employee Retention](#)



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Clubs

# Daily Care

Our Clubs leverage our Clearday at Home™ content and training in a club setting. They are inspiring, membership-based, daily care destinations that enrich the lives of those with dementia, Alzheimer's, or other lifestyle-limiting chronic health conditions.



# A home away from home

A superior, membership-based daytime care option.



## About Clearday

Clearday is the market Leader in Aging in Place Solutions to support Cross-continuum care.

With over 5,000 families served, Clearday offers a spectrum of innovative services designed to help families successfully support the care of their loved ones in the home environment. We are pioneers of memory care solutions: Longevity Centers, Daily Clubs, and At Home Virtual Care.

## Clearday Clubs

Our membership-based Clearday Clubs™ are an inspiring new kind of daytime destination for those with dementia, Alzheimer's, or other lifestyle-limiting chronic health conditions.



10,000

10,000 Americans turn 65 every day.

35 million people per year in the U.S. provide unpaid care to an adult over 50.

28,650

There are 28,650 residential care communities in the United States.

**No one wants to live in them.**

## Creating the future of longevity care

Clearday was founded as a response to the widening gap between the longevity care needs of older Americans and the availability of affordable, high-quality care options.

We believe that the longevity care market is ready for transformative, new models that are more affordable, accessible, and convenient, but without sacrificing a high standard of care. And we're doing something about it.

### Greater Independence is Built on Trust.

We understand that it can be hard to care for a loved one. We also know that, in order to feel good about finding time for yourself, you need to be sure that your loved one is safe, happy, and getting the loving attention they deserve. That's what we're here for.

## A fantastic day for them. And for you.

We designed the membership-based, daytime-only Clearday Club model to enrich and uplift the lives of our members, so that those who love them can feel good about taking some time for themselves.

- + Making New Routines Possible & Positive
- + Trusted Care & Expertise
- + Personalized Member Experience & Attention
- + Loving Support of Daily Living Needs
- + Specialized Cognitive Therapy
- + Communication & Transparency



Clearday Clubs

#### DAILY CHECK-IN

Janet enjoyed activities and craft time today at Clearday!

[view photos](#)





## Welcome back

Inside Clearday Clubs, you'll find a place that looks and feels like home. Our spaces are designed to be peaceful and relaxing, with enough room for each member to find their own routine.



## A social community

Each day at Clearday is full of scheduled programming and activities that members can choose to enjoy with others, while being overseen by loving, experienced Club staff.

## A foundation of experienced care and supportive services.

Each Clearday Club™ is staffed with highly-trained, multi-lingual professionals who are experienced delivering loving care to those with cognitive deficit conditions. In addition to regular daily activities, Clearday offers the following helpful services to members and their families:



Health Monitoring  
& Medication  
Management



Healthy,  
Nutritious Meals  
& Snacks



Personal Care  
& Grooming  
Assistance



Continence Care  
& Laundry  
Service

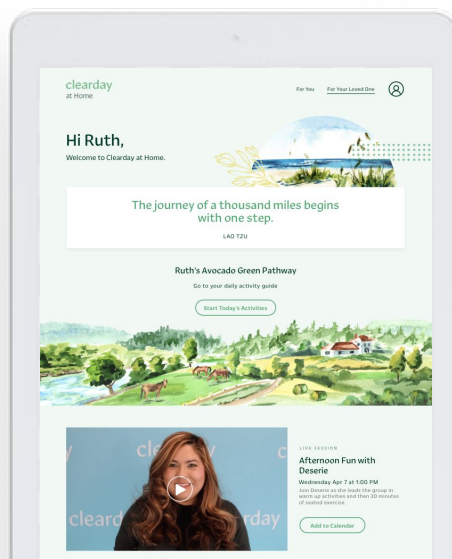
**Clearday Club  
Flagship Location**

**Primrose Lane**

6812 Bandera Rd Suite 124  
San Antonio, TX 78238

## Caring for our members, even when they return home

Clearday Club™ members also enjoy a subscription to Clearday at Home™, our virtual in-home care service that helps family caregivers gain confidence in caring for loved ones with cognitive deficit conditions while they're back at home.



## Assessments & Care Plans

Our Clearday Care Coach will administer our BEST assessment — providing you a personalized map of care, activities, and content.

[Detailed care plans, personalized coaching, customized content](#)

## Support Community & Coaching

Clearday provides interactive Care Coaching and a network of resources for managing memory care from home, to daily care, and to long-term care.

[Live, weekly support groups, group coaching, individual coaching](#)

## On-Demand Care Content

Our video library is designed for all levels of cognitive care. You'll find everything from brain games, to exercise, to nutrition — and much more.

[Daily Go-To Activities, activity library, Live Activity Socials](#)



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# Corporate Benefits

Our Benefits Solution gives progressive Corporate Partners the opportunity to offer our innovative Clearday at Home™ virtual care platform to their employees, to keep them engaged and motivated as they manage a loved one's cognitive decline.

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# Corporate Care Program

An interactive and educational platform to help your employees manage their battles with a loved one's cognitive decline.



## About Clearday

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## A Sound Corporate Investment

Our Corporate Care Program is an ideal ESG investment. Today's leading enterprises realize that stable, healthy family life makes for long-lasting employee happiness.

Clearday provides you a retention program to help your people with the content, training, and community needed to stay engaged at work, while navigating the challenges of Dementia and Alzheimer's at home.

## Your employees are losing 1,000s of hours of productivity each year.

A typical enterprise may experience tens-of-millions of dollars in lost productivity each year due to employee caregiving burdens.

44%

Percent of supervisors aware of caregiving needs of their employees<sup>1</sup>

50%

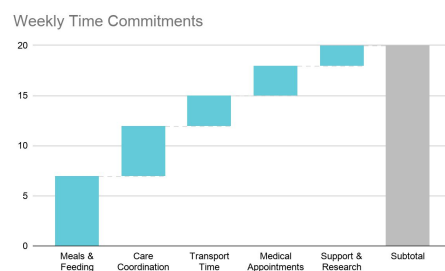
Loss in revenue and productivity per employee acting as a caregiver<sup>1</sup>

2x

Cost to replace employees seeking alternatives to help with care burdens<sup>2</sup>

## A compounding loss

Employees who serve as caregivers lose an average of 20 hours a week managing caregiving tasks—these distractions break up employee focus, drive absences, create unhealthy habits, and contribute directly to burn-out and depression.



## A universal threat to your employees' families.

In the last 20 years, Alzheimer's related deaths have increased 146% — where other leading causes like Heart Disease, Stroke or HIV all declined precipitously.

It's estimated that the Alzheimer's and Dementia population will increase 45% in the next decade.

Aging at home with dignity is increasingly important — Clearday makes that possible.

[1. Caregiver Statistics: Work and Caregiving](#)  
[2. This Fixable Problem Costs U.S. Businesses \\$1 Trillion](#)

In 2019, more than 16 million family members and other unpaid caregivers provided an estimated 18.6 billion hours of care to people with Alzheimer's or other dementias. This care is valued at nearly \$244 billion, but its costs extend to family caregivers' increased risk for emotional distress and negative mental and physical health outcomes.

— © 2020 the Alzheimer's Association



## 1 Clearday Cares Education

Continuing Education workshops and interactive webinars that educate managers and employees about how to cope with Dementia and Alzheimer's.

### Workshops & Webinars

Clearday's Care Coaches provide essential training that employees need to successfully navigate their family's journey.

- + Understanding cognitive decline
- + Navigating the financial impact
- + Assessments, Activities & Techniques

### Training Modules

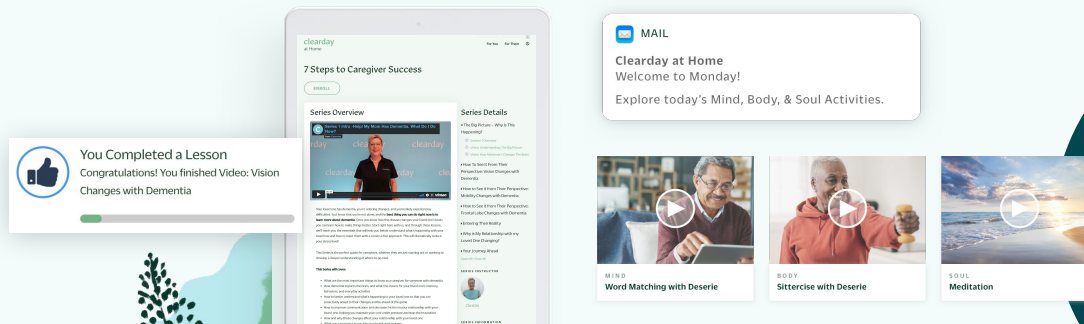
Employees can participate in Clearday's Caregiver Courses on their own time to proactively help their loved one's on their journey with memory loss.

- + 7 Steps to Caregiver Success
- + The Caregiver & Family Journey
- + Workbook & Platform Guide

### Access to Experts

Our licensed coaches provide real guidance with live, virtual sessions to answer all the questions, both big and small.

- + Decades of practitioner experience
- + Certified Dementia Trainers
- + Physical Therapists



This is such an important program. I have never heard him talk and laugh as much as he does with Clearday.  
— Bernardeta, Clearday at Home Member

## 2 Clearday at Home Access

24-7 access to our cloud-based platform with the care content, tools & techniques, and community resources needed to support their loved ones.

### On-Demand Care Content

Our video library is designed for all levels of cognitive care. You'll find everything from brain games, to exercise, to nutrition – and much more.

- + Daily Go-To Activities
- + Activity library
- + Live Activity Socials

### Assessments & Care Plans

Our Clearday Care Coach will administer our BEST assessment — providing you a personalized map of care, activities, and content.

- + Detailed care plans
- + Personalized coaching
- + Customized content

### Support Community & Coaching

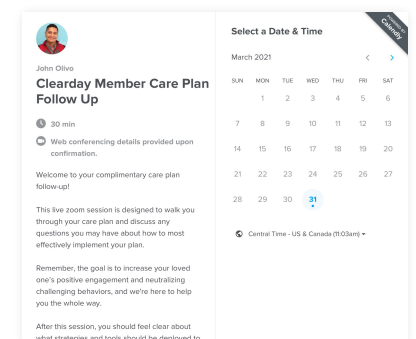
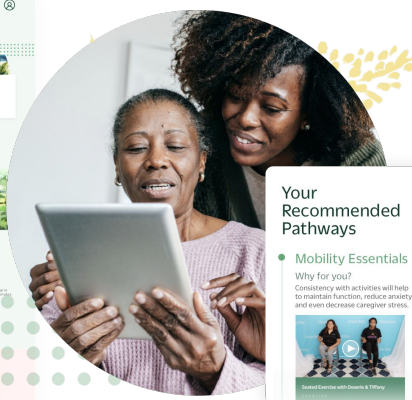
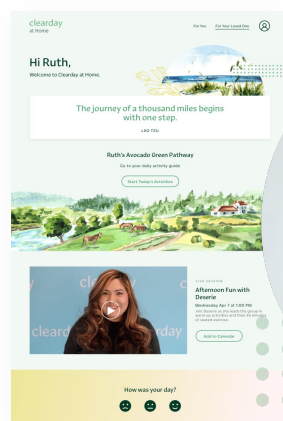
Clearday provides interactive Care Coaching and a network of resources for managing memory care from home, to daily care, and long-term care.

- + Live, weekly support groups
- + Group coaching
- + Individual coaching

#### Frank's Results & Pathway

Pathway  
Tangerine Orange

Based on the results from the BEST Test, we have put Frank on the Tangerine Orange pathway. All of our paths center around Mind, Body and Soul.





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At Home

# Care at Home

Clearday at Home™ is a breakthrough digital service that provides families with the interactive resources and content they need to provide superior care at home for loved ones with Alzheimer's, dementia, or other lifestyle limiting conditions.

# Cognitive care takes a team.

Clearday at Home™ is the new way for families to feel confident in Dementia & Alzheimer's care at home.



## About Clearday

Clearday is the market Leader in Aging in Place Solutions to support Cross-continuum care.

With over 5,000 families served, Clearday offers a spectrum of innovative services designed to help families successfully support the care of their loved ones in the home environment. We are pioneers of memory care solutions: Longevity Centers, Daily Clubs, and At Home Virtual Care.

## A New Continuum of Longevity Care

Clearday at Home is an integrated set of online services that create healthier days for caregivers and their loved ones, from the comfort of home.

Clearday was founded as a response to the widening gap between the longevity care needs of older Americans and the availability of affordable, high-quality care options.

## Delaying just one month of residential care could save you \$8,821.

For 42 million family caregivers, we offer a reliable way to support aging in place for longer. Clearday at Home provides the resources and confidence to manage in-home care and delay the need for out-of-home care.

**Aging at home with Clearday is vastly more affordable.**

Clearday at Home cost data based on current pricing for Premium monthly plan. Monthly median cost data for residential care from Genworth Cost of Care Survey, 2020.

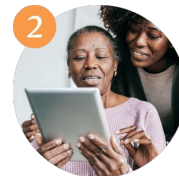
## Virtual, cognitive care services that improve quality of life – at your fingertips.

Clearday at Home™ provides families with personalized virtual care support services that enhance quality of life for those living with Alzheimer's or other cognitive deficit conditions – all in a single monthly subscription model.



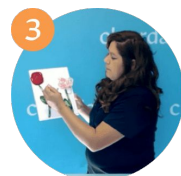
### 1 A virtual cognitive assessment

The BEST Test establishes a baseline for your loved one's cognitive health.



### 2 Receive your customized Care Plan

Our licensed experts carefully design your Care Plan using BEST Test results.



### 3 Feel confident with ongoing guidance

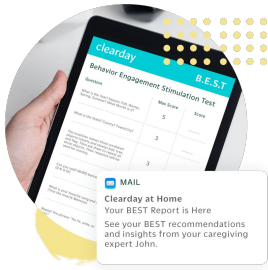
Care Experts provide support, monthly BEST Tests, and Care Plan updates.



### 4 Promote health with Daily Activities

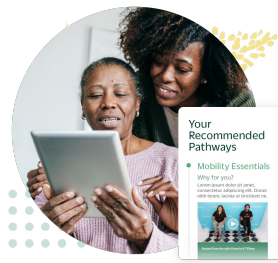
Personalized Daily Activities in your Care Plan promote engagement and health.





## Understand their cognitive health.

Our virtual, 45-minute Behavior Engagement Stimulation Temperament (BEST) Test let's families evaluate their loved one's cognitive health and mobility, so they know exactly the level of care they need.



## Gain confidence in care.

Cognitive care doesn't come with instructions, so we're here to help. Using Cognitive Assessment results, we provide a Care Plan each month to confidently adapt the care you provide.

## Promote health. On your schedule.

We know routines look a little different these days. Our personalized health goals are designed to be flexible, so that providing care for your loved one actually works on your clock.

### Make daily health easy with go-to activities.

Support your loved one's health with quick and easy-to-follow videos. Recommendations change based on the day, and are designed to engage the mind, body, and soul.

### Never have a dull day with our Activity Library.

For when you'd rather pick your own activity, our video library is designed for all levels of cognitive care. You'll find everything from brain games, to exercise, to nutrition – and much more.

### Stay social at home with Live Activities.

Our virtual, staff-led Live Activity Socials offer a way to relax while our instructors lead games and exercises. Live Activity Socials happen weekly, and are adapted to each guest's needs.

## Find peace of mind.

While caregiving might require the dedication of a new job, it doesn't always include the support. With decades of experience, we know what you're going through – and provide the resources to better approach each day.

### Make each day easier with Caregiver Training.

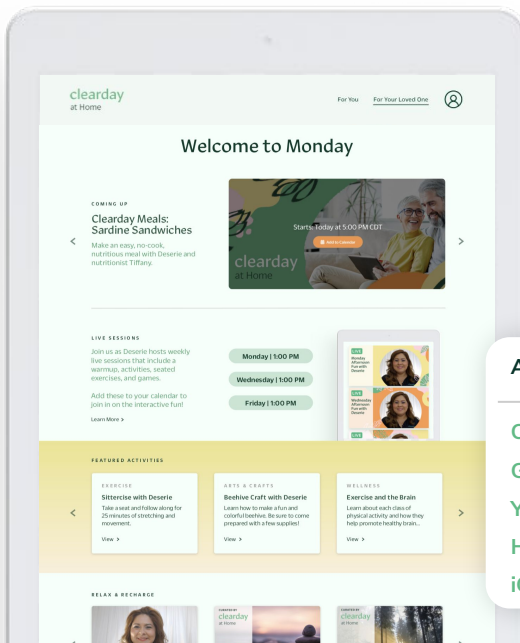
When a loved one goes through Dementia and Alzheimer's changes, it's not easy to know how to approach them. With our personalized program, you can discover new ways to feel confident in caregiving – at your own pace.

### Never feel alone with weekly Support Groups.

Our weekly discussion group is a safe space for gaining support from other caregivers like you. Make new friends and learn what has worked for others in convenient video chats, moderated by our Care Experts.

### Get the answers you need with Caregiver Coaching.

Our licensed coaches provide real guidance with live, virtual sessions. Ask all the big and small questions — until you may no longer need a coach.



#### Add to Calendar

Outlook  
Google  
Yahoo  
Hotmail  
iCal



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# For Patient Engagement

For Clinical Partners and Health Systems, Clearday at Home™ can be leveraged across your care ecosystems to help identify high-risk patients and offer interactive education and memory care with specific care pathways.

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# Patient Education and Engagement

The Clearday at Home platform helps clinical care teams, caregivers, and families better cope with high-risk memory care patients.



## About Clearday

In partnership with America's leading clinical providers, we are changing the quality of life for those suffering from Alzheimer's and Dementia.

Clearday is the leader in Aging in Place solutions and Cross-continuum care — with over 5,000 families served. Clearday is a pioneer of cross-continuum memory care: Longevity Centers, Daily Clubs, and At Home Virtual Care.

## A Cross-Continuum Solution

Clearday at Home is a digital, on-demand resource deployable at any venue of care, from PCPs to inpatient stays.

Our interactive virtual care platform delivers education content alongside a clinician at the point of care and provides follow-on activities as they transition home.

Clearday content is compatible with existing patient engagement systems, or can be used on a stand-alone basis.

## Memory care related diseases create high-risk patient populations, increasing the threat of readmissions and complications in care.

Persons with dementia use healthcare services two to five times more than their peers without dementia.

Compared to those without dementia, persons with dementia had a significantly higher rate of readmission.

Dementia patients are more likely to fall than older adults who do not have cognitive impairment.

Memory care related deaths are increasing where other leading causes (HIV, Stroke, Heart disease) have declined precipitously.

3.3x

More medical expenditures compared to their peers<sup>1</sup>

28%

More likely to be readmitted within 30 days of discharge<sup>2</sup>

5x

More likely than peers to use healthcare services<sup>1</sup>

146%

Increase in Alzheimer's related deaths over the last 20 years<sup>3</sup>

## Across the continuum, clinicians struggle to meet the unique needs of memory care patients.

Alzheimer's and memory-related disorders create a compounding negative effect for clinicians delivering even baseline care.

From primary care physicians to inpatient care venues, traditional patient education and engagement techniques are insufficient for memory care patients.

Distinct disruptive behavioral and psychological conditions (e.g., agitation, aggressiveness, balance disturbances) complicate basic care. Med adherence, fall prevention, nutrition, and discharge planning all require additional support with memory care patients.

Clearday supports the improvement of both the Patient and Caregiver experience while reducing risks for memory-related injuries or readmissions.

**"A shortage of dementia care specialists, which places an increasing burden on primary care physicians (PCPs) to provide care for people living with dementia. Many PCPs feel underprepared and inadequately trained to handle dementia care responsibilities effectively."**<sup>2</sup>

— The Alzheimer's Association 2020 Facts and Figures Report

**"...there is clear and convincing evidence that hospital readmissions are prevalent in persons with dementia and many of them can be reduced via early identification of persons at risk and providing appropriate interventions."**

— Chenjuan Ma, PhD New York University  
Rory Meyers College of Nursing



# Deliver point-of-care training and coaching to Caregivers

Empower family caregivers and your care team with the critical information required to meet the needs of high-risk memory care patients: Clearday helps you address their daily behavioral, mobility, and nutritional challenges.

## Education & Training

Family caregivers can participate in Clearday's Caregiver Courses, on their own time, to proactively help their loved one's on their journey with memory loss.

- + 7 Steps to Caregiver Success
- + The Caregiver & Family Journey
- + Workbook & Platform Guide

## Cognitive Activities

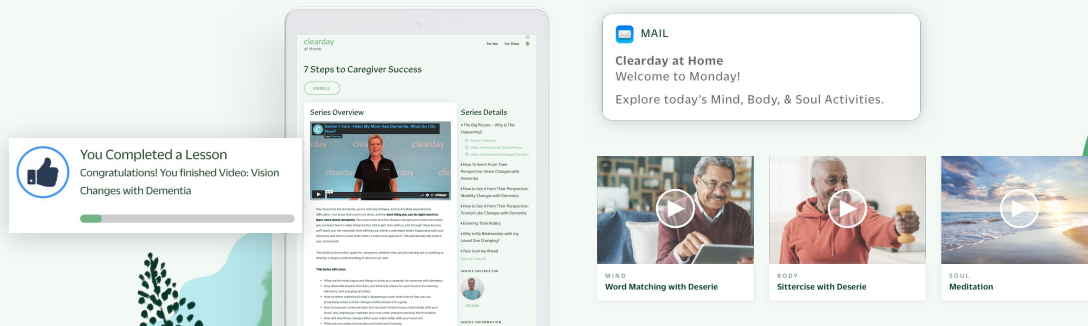
Our video library is designed for all levels of cognitive care. Caregivers will find everything from brain games, to exercise, to nutrition – and much more.

- + Daily Go-To Activities
- + Activity Library
- + Live Activity Socials

## 1:1 Access

Our licensed coaches provide real guidance with live, virtual sessions to answer all the questions, both big and small.

- + Decades of practitioner experience
- + Certified Dementia Trainers
- + Physical Therapists



The one-on-one with Christin was really beneficial— she provided additional resources and great support.

— Ashley, Clearday at Home Member

# Conduct assessments of Patients to provide tailored care plans

Clearday at Home's **BEST Assessment** measures patient mobility and cognitive abilities to create a **Digital Care Map**. Clinicians can deliver these assessments in a venue of care, or Clearday Coaches can conduct them virtually pre or post visit.

## 1 BEST Assessment

Our comprehensive BEST Assessment helps identify cognitive decline and put patients on the right pathway to navigate their journey.

- + Interactive Cognitive Activities
- + Nutrition Recommendations
- + Mobility Exercises

## 2 Digital Care Map

Our Clearday Care Coach will administer our BEST assessment — providing a personalized map of care, activities, and content.

- + Detailed care plans
- + Personalized coaching
- + Customized content

## 3 Support & Coaching

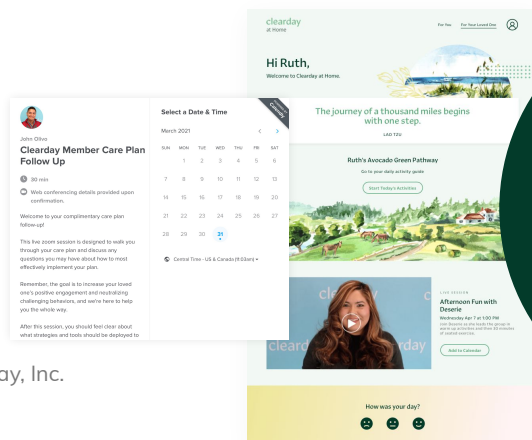
Clearday provides interactive Care Coaching and a network of resources for managing memory care from home, to daily care, and to long-term care.

- + Live, weekly support groups
- + Group coaching
- + Individual coaching

1. Rice DP, Fillit HM, Max W, Knapman DS, Lloyd JB, Duttagupta S.

2. Kedia SK, Chavan PP, Boop SE, Yu X.

3. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics.



I love that it has a well-curated collection of content; he's been happy — It keeps him busy and engaged.

— Rini, Clearday at Home Member

## Frank's Results & Pathway

Pathway  
Tangerine Orange

Based on the results from the BEST Test, we have put Frank on the Tangerine Orange pathway. All of our paths center around Mind, Body and Soul.

## DISCLOSURES

The information provided in this presentation is provided for information purposes only to assist in the discussion of a possible transaction. No securities are offered by this presentation. Any such offer will be made, if made, with definitive agreements including an offering memorandum or prospectus (the “Memorandum”) which will have additional information about the Company and its business.

There are statements in this presentation that are not historical facts. These “forward-looking statements” can be identified by use of terminology such as “anticipate,” “believe,” “estimate,” “expect,” “hope,” “intend,” “may,” “plan,” “positioned,” “project,” “propose,” “should,” “strategy,” “will,” “would,” or any similar expressions. You should be aware that these forward-looking statements are subject to risks and uncertainties that are beyond our control. The Memorandum will summarize certain material risks. We cannot provide any assurance that the results and events contemplated by our forward-looking statements contained in this presentation will in fact transpire. You are cautioned to not place undue reliance on these forward-looking statements, which speak only as of their dates. We do not undertake any obligation to update or revise any forward-looking statements.

Unless otherwise indicated, information contained in this presentation concerning our Company, our business, the services we provide and intend to provide, our industry and our general expectations concerning our industry are based on management estimates. Such estimates are derived from publicly available information released by third party sources, as well as data from our internal research, and reflect assumptions made by us based on such data and our knowledge of the industry, which we believe to be reasonable.

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Clearday™ offers a spectrum of innovative Aging in Place services designed to help families successfully support the care of their loved ones battling lifestyle-limiting cognitive conditions like Alzheimer's and Dementia.

Learn more at: <https://myclearday.com/overview/>

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