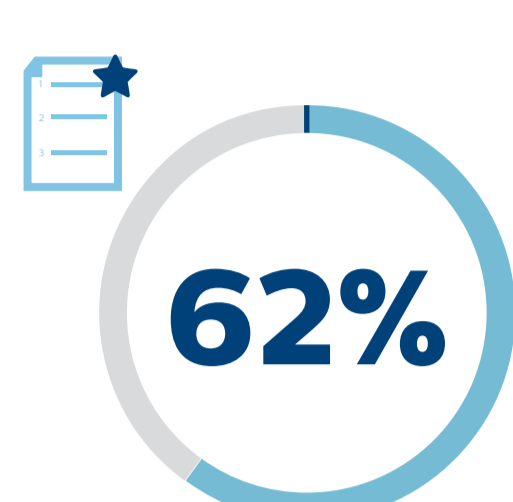




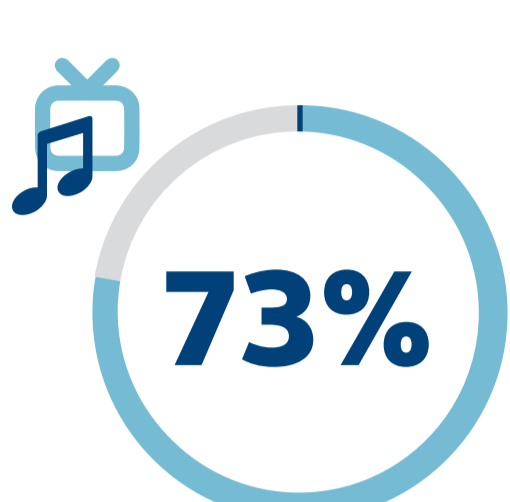
Unintended consequences: caregivers may be a barrier to the aging becoming tech savvy

A study by the Global Social Enterprise Initiative (GSEI) at Georgetown University's McDonough School of Business and Philips reveals that family caregivers realize technology can enrich the lives of older adults in their care. Yet, caregivers are also unintentional barriers to the actual technology's adoption.

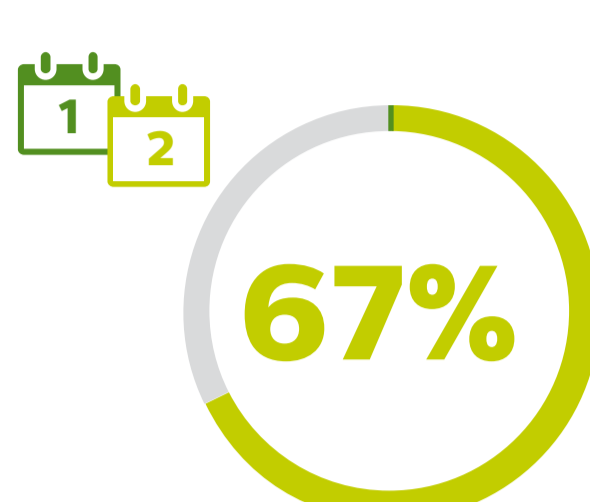
Caregivers want to help improve the lives of older adults in their care



62% cite enrichment for their care recipient at, or near, the top of their priority list

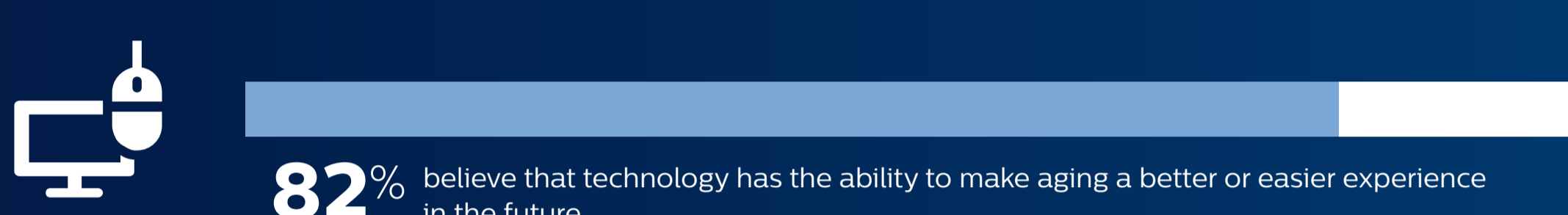


73% acknowledge the older adult in their care will become more reliant on them for entertainment and enrichment as they age



67% report that their care recipient has not started a new enrichment activity in the past two years

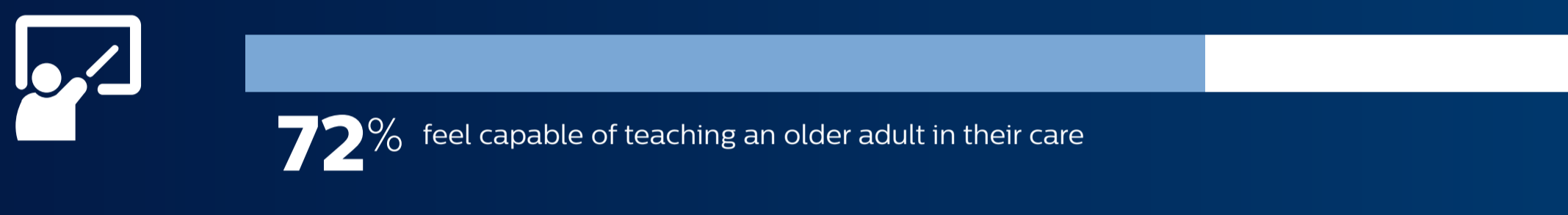
Caregivers are willing to teach and older adults want to learn



82% believe that technology has the ability to make aging a better or easier experience in the future



74% think teaching older adults in their care how to use technology would be fun



72% feel capable of teaching an older adult in their care

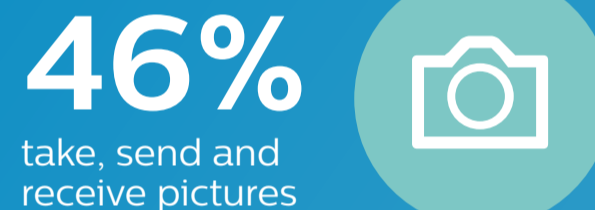


63% believe care recipients are open to learning new technology

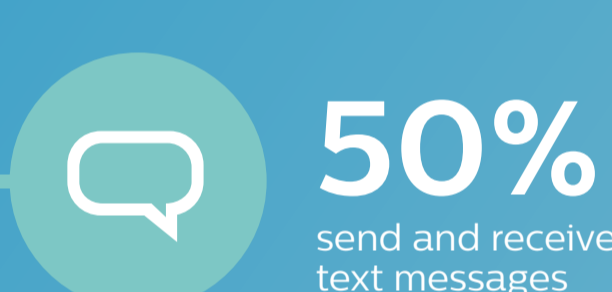
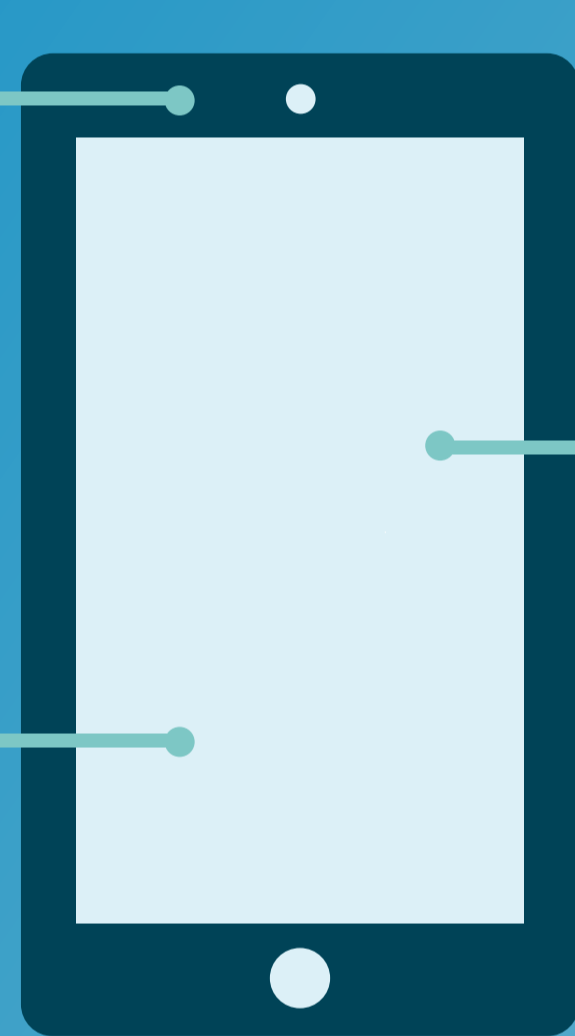


Older adults are using technology, and are open to using more

The caregivers surveyed reported that the older adults in their care are using smartphones to:



46% take, send and receive pictures



50% send and receive text messages



46% send and receive email



Yet caregivers' primary responsibilities can get in the way of teaching new technology



63% believe they have the time to invest in teaching their care recipient a new technology



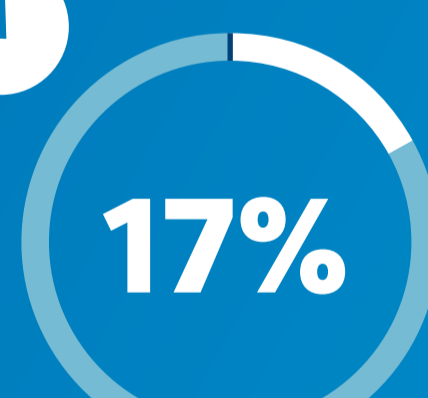
72% work full-time



76% have children in their household



11 work days However, most family caregivers say they spend an average of 11 working days per month on caregiving activities



17% If caregivers had extra time in their day, they would spend only 17% of that time with their care recipient

Technology has the potential to offer great benefits to older adults receiving care

“We need to **eliminate the disconnect** between the caregivers' ability to incorporate enriching technology into their care routines and their role in providing basic care for their loved ones.”

- Bill Novelli, GSEI founder and Georgetown McDonough professor.

“We now know that **technology solutions need to be mutually beneficial**, giving the caregiver time back in their day, as well as addressing the social and emotional needs of the care recipient, in order to have a meaningful impact on both their lives.”

- Kimberly O'Loughlin, General Manager of Philips Home Monitoring.

