



Karen.care Debuts Groundbreaking Eldercare Platform

First technology platform to intelligently guide the nation's 40M caregivers as they navigate the eldercare journey.

September 27, 2018, Los Angeles, CA: In conjunction with TechDay Los Angeles Conference, Carelogic, Inc. has announced a new way for families to care for elderly relatives and loved ones, saving them time and money, while improving health outcomes. After a year of private testing and refinement, the company's eldercare platform, Karen, is now available to the public.

Karen targets the 40 million Americans currently caring for an older adult and the millions more who enter this cohort every year. According to recent studies, caregivers spend an average of 22 hours per week on caregiving tasks and sacrifice an average of \$315,000 in lifetime income, resulting in a 38BN productivity loss to the nation.

Karen is a first-of-its-kind platform that intelligently guides and assists these families as they navigate their caregiving journey. Key features include the following:

1. **Guidance** – Karen's proprietary algorithm assesses each family's unique needs and generates a custom Action Plan. The algorithm was designed in conjunction with leading eldercare professionals to mimic their recommendations. By applying machine learning techniques, it will improve over time, resulting in even more accurate guidance.
2. **Knowledge** – Each family's custom Action Plan covers a range of categories, including healthcare, legal, financial and quality of life. Each Action Plan task provides an overview of the problem, actionable steps and helpful links.
3. **Collaboration** – Families can divide and conquer using easy collaboration tools for assigning tasks, setting reminders, commenting and more.
4. **Expert help** – Coming soon, families can find and collaborate with the right expert for each task without leaving the app.

"Imagine a journey to an alien world, full of danger. You don't speak the language, you have only primitive maps to rely on, and there are no guides. This is eldercare for most families today," said Paul Shustak, Karen's Co-Founder and CEO. "Today we are setting out to change that by giving families the tools they need to navigate this journey successfully."

Unlike other caregiving tools that focus on day-to-day management, Karen is the first that enables caregivers to work proactively to prevent the kinds of financial and health crises that often occur due to lack of planning. "One of the biggest challenges families have is preparing. Karen helps solve this problem with a highly customized roadmap that's easy to use and actionable," stated Dr. Jonathan Weaver, the company's Chief Medical Advisor.

"Eldercare draws on so many disciplines, from psychology and finance to law

K | A | R | E | N

and medicine that caregivers simply aren't equipped to make the right choices," said Shustak. "As caregivers ourselves, we could clearly see that the market lacked solutions to address this problem and we felt that a combination of artificial intelligence and human guidance would provide incredible synergy."

Karen was developed by a highly experienced team of designers, researchers and technologists who have honed their skills creating cutting edge products at companies such as Microsoft, Adobe and Sony.

According to Co-founder and Chief Technology Officer, Armando Pena, "Getting caregivers to engage proactively requires extremely thoughtful design. Fortunately, this team has solved similar problems in the past. And we have all experienced the frustration of caregiving. Unlike most, we decided to do something about it."

###

About The Company

Karen is the first platform dedicated to guiding families through their unique eldercare journey. Karen's parent company, Carelogic, Inc. was founded in 2016 by Paul Shustak and Armando Pena, entrepreneurs, technologists and caregivers with a proven track record of creating successful software platforms. For more information, please visit www.karen.care.

Media Contact

Harry Hawk

harry@karen.care

929 Colorado Ave

Santa Monica, CA 90401