TRUALTA

Understanding Caregivers' Needs Across Communities

The Unique Experiences of **Urban and Rural** Caregivers



Presenter Spotlight

TRUALTA



Shahzad Zafar

Chief Operating Officer, Trualta

- 20+ years of leadership in healthcare technology
- Partners with State HHS, AAAs, and county organizations
- Scales digital caregiver operations across 35 states

Like many states, Missouri has a workforce problem that no hiring plan can solve.



63M Americans providing unpaid care
1 in 4 Adults are now family caregivers
$600 Billion annual value of unpaid care

Sources: AARP and National Alliance for Caregiving, Caregiving in the U.S. 2015 Valuing the Invaluable.

25% of Adults in MO are family caregivers
30% are **sandwich generation** caregivers
58% help with **medical & nursing tasks**

Source: Caregiving in the United States 2020



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8%



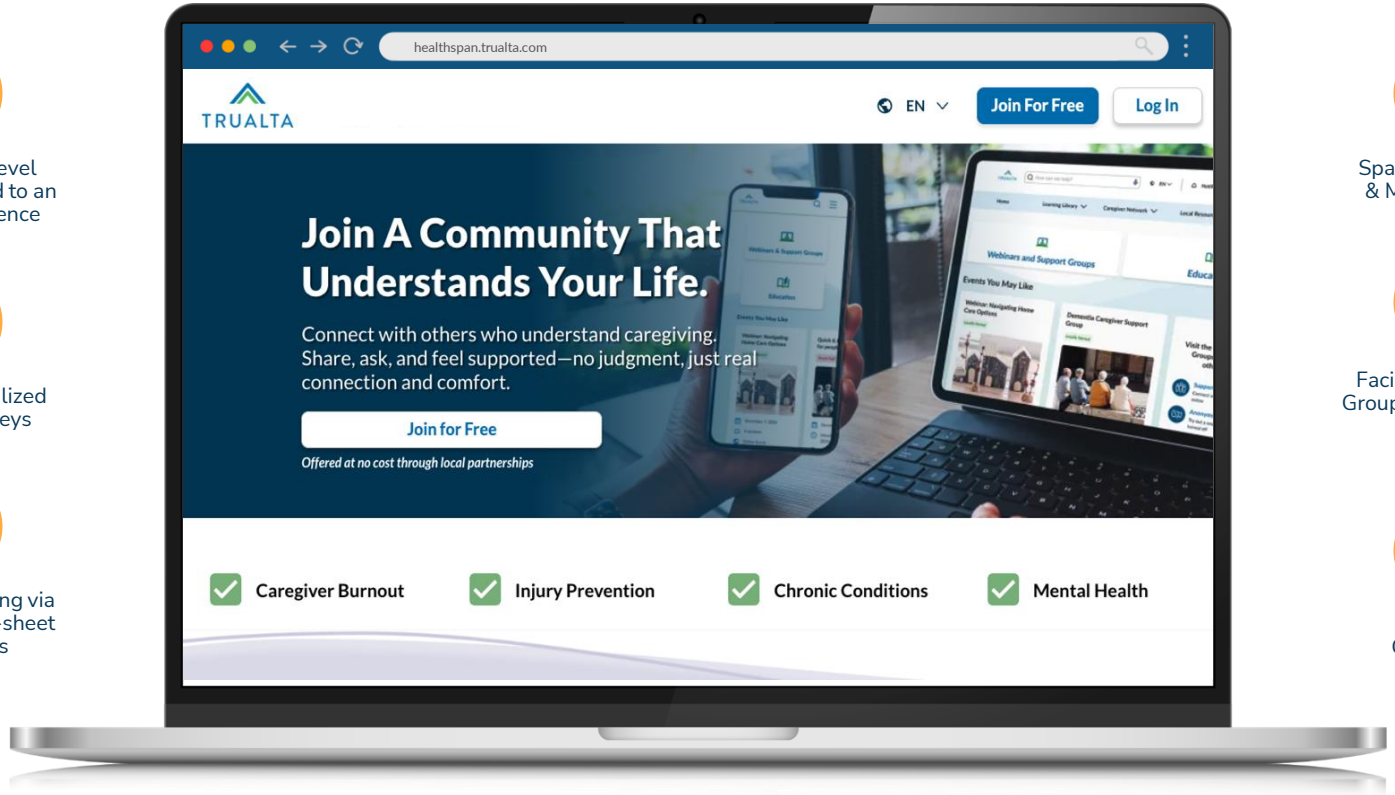
Only 8% of Missouri family caregivers receive training to help with ADLs, IADLs (eating, bathing, toileting, shopping, managing finances, preparing meals, transportation) or behavioral management.

Trualta directs caregivers to the right intervention, maximizing engagement in a cost-efficient, scalable model that leads to quantifiable outcomes.

Professional-level training, adapted to an untrained audience

Highly-personalized learning journeys

Bite-sized learning via audio, video, tip-sheet with quizzes



Spanish Language & Mobile friendly

Facilitated Support Groups & Anonymous Talks

Caregiver Community

The evolution of the Trualta & Missouri relationship

2022

Buchanan County becomes Trualta's first MO AAA partner

Lost funding in 2025
1040 caregivers engaged
340 in-person coaching sessions
890 hours of virtual training delivered

2024

Young at Heart Resources launches w/ Freudenthal Home-based Healthcare

Provider led initiative that transitioned exclusively to Freudenthal Sept. 2026

2025

EverTrue GUIDE program for dementia care launches

Continue to serve GUIDE program

SEPT 2026

YAH transitions to Freudenthal for workforce dev & training certifications

141 professionals
1,848 hours of seat time
10K content completions
69 cert. enrollments

In Missouri, Trualta engagement patterns represent a heavy emphasis on Dementia & Alzheimers

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"I feel like a bear in hibernation because I don't get to do any of my social activities anymore. When I get on Trualta, I feel a sense of empowerment. It feels good to know I am not the only one dealing with these things. I was feeling very overwhelmed so I started with the Caregiver Wellness modules and now I've done several modules. They are very helpful! I would like to do the support group too because I do like talking to other people in similar situations."

Unwavering Love: Ruth & Lynn

Background

- Ruth is caring for her husband, Lynn, who is living with Vascular Dementia.
- Lynn has episodes of aggression and sleep disturbance at night.
- Ruth needs education on how to manage Lynn so she can keep him safely at home for as long as possible. She also yearns for connection, socialization, and community.

Interventions

Gaining Knowledge:
187 content views

Coaching Connection:
25+ coaching interactions

Building Confidence:
1,083 min. on platform

Finding Community:
Registered for 12 virtual events

Understanding Caregiver Needs Across Urban and Rural Communities:



Economic Impact



The Family Shift



Unique Rural Behavior



Unique Urban Behavior

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How Did We Get Here?

1. Studied the caregiver landscape
2. Evaluated skill competency related to outcomes
3. Studied the relationship between connection & resiliency
4. Highlighted skills that support & save
5. Developed strategies to combat burnout
6. Captured moments that multiply

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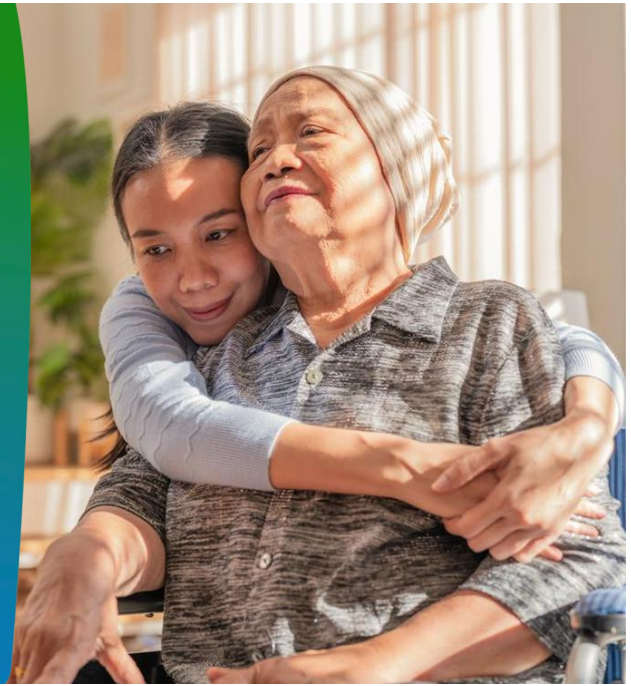
Moments That Multiply

The Ripple Effects of **7 Million Minutes** of Caregiver Engagement



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What Caregivers are Saying

"It's great to have people to talk to with no judgment who are living with the same sorrows."
– Caregiver attending a drop-in support group

"Every time I show up, I learn something new about caregiving or something new about myself as a caregiver."
– Caregiver attending a dementia support group

"Sometimes these sessions are the highlight of my day and give me the energy to get through the rest of it."
– Caregiver attending a spousal support group

"This group makes me feel normal, heard, and understood. I look forward to it every week."
– Caregiver attending a drop-in support group

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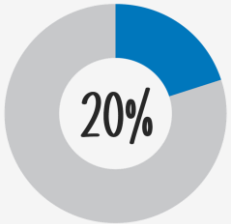
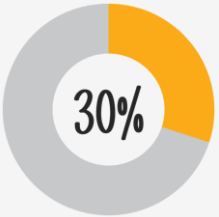
Economic Impact Starts Here

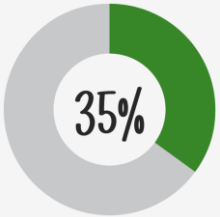
Proactive caregivers create cost stability by applying the new skills they learn over time. In February of 2026, Trualta announced it has now **surpassed $100 million in Quantified Health Outcomes (QHO) savings,** driven by sustained engagement. Across multiple studies, engaged caregivers were associated with:



20% fewer unexpected hospital visits



30% higher caregiver wellness



35% improvement in care recipient health



A 15-month delay in long-term care transitions

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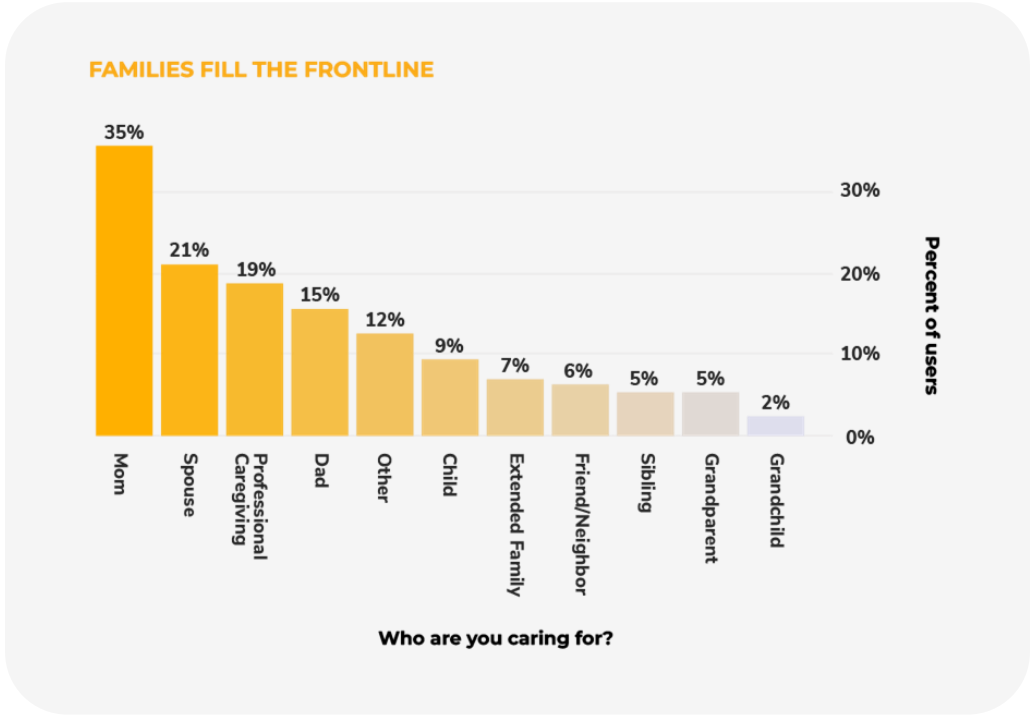
Who Caregivers Are Caring For: A Multi-Generational Shift





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What do the most impactful caregivers do differently?

They show up early.

Their reasons for showing up are different.



Differences Are Consistent

Trualta classifies caregivers who complete 15 or more learning activities as Power Users.

Reason for joining	Non-Power	Power Users
Stress and burnout	54%	47%
At my breaking point	22%	18%
Learning care skills	51%	53%

Key Takeaways

- **Power Users** are less likely to arrive in crisis and slightly more likely to arrive with a goal
- They engage with a **learning mindset** rather than a rescue mindset
- Their sustained engagement is linked to **20% fewer unexpected hospital visits**

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Assumption: Reaching Rural Caregivers is the Hard Part

Reach is solved the moment the program goes digital.

2025 Full Year Results



57% Rural caregivers completed 15+ activities, achieving Power User status



39% Urban caregivers completed 15+ activities, achieving Power User status

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Same Mission: Keep Loved Ones Safe at Home

Rural Deep Divers

Complete **66% more content, and 82% more toolkits** than urban peers.



Often facing geographic isolation and under-resourced local support:

- Rely on digital spaces as their comprehensive textbook
- Highly motivated to gain skill mastery

Urban Efficiency Seekers

Bookmark content 22% more frequently than rural caregivers.



Looking for quick references, they often bookmark high value content to come back to it later:

- They have more resources within their local community
- Use the portal as a quick reference

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Top 5 Toolkits by Completion

Dementia Safety, Behavior Changes, Mobility & Fall Prevention, map directly to conditions most likely to drive unnecessary ER visits and hospitalizations. Early caregiver recognition prevents crisis.



Care Essentials



Caregiver Wellness



Dementia Safety & Injury Prevention

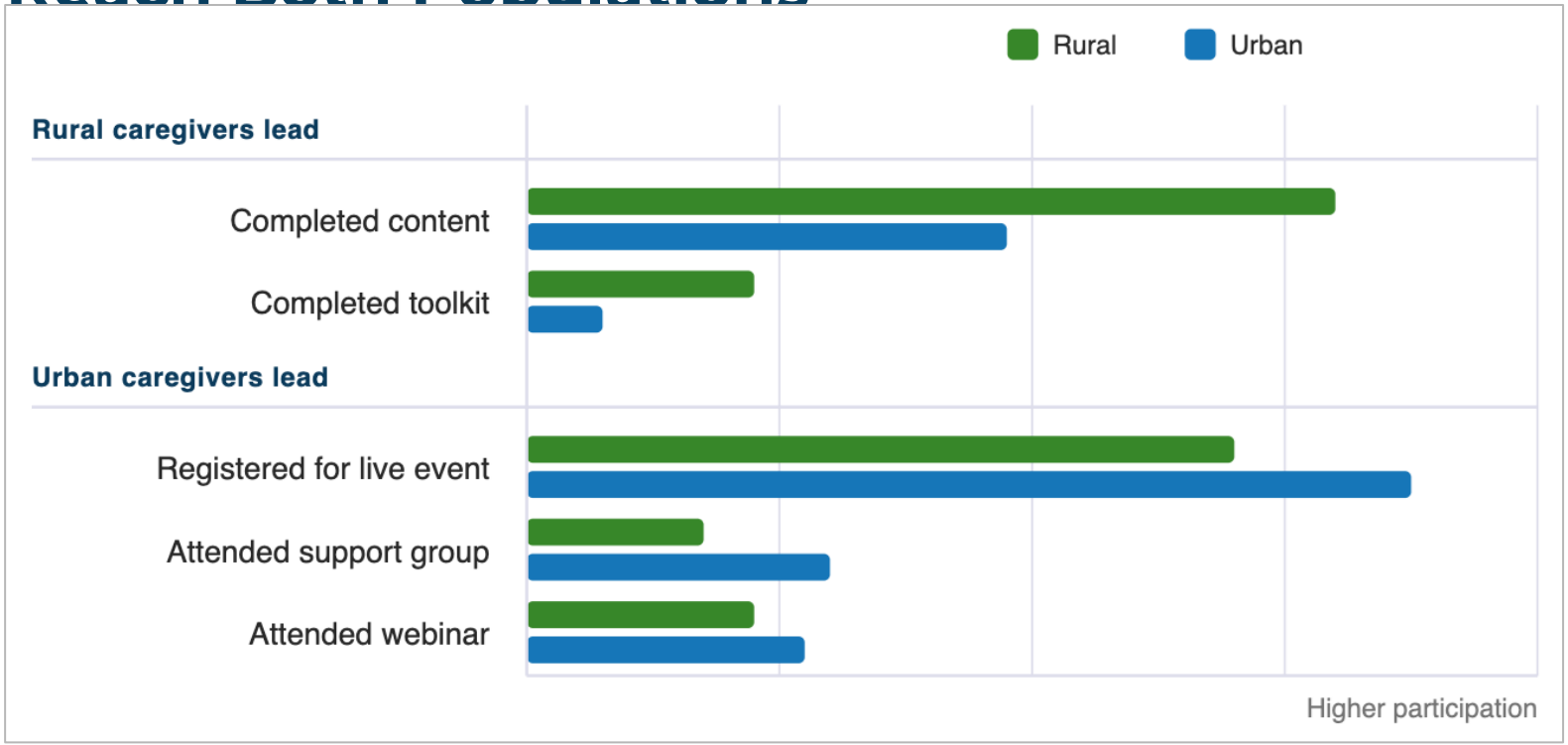


Mobility & Fall Prevention



Behavior Changes

One Delivery Model Won't Reach Both Populations



Share of caregivers within each group who completed the activity. Rates are calculated independently and do not sum to 100%

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Three outreach strategies that move enrollment



Staff referrals, embedded in the workflow

Embed caregiver outreach into your program, and equip staff to carry postcards and flyers on home visits.

60% staff invite acceptance rate, relationships matter



County publications and local media

Share Caregiving articles and features in publications that reach households with residents 60+.

News publications are a trusted enrollment channel



Community presence for caregivers who don't self-identify

Library visits, email newsletters, direct mail, and community events reach people who would never call an AAA or community resource to ask for help.

Direct mail and agency-sent newsletters both rank top-five in enrollment tactics

The outreach channels already exist. You can influence how agencies use them.

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What Can You Do?

Communicate differently to engage caregivers uniquely

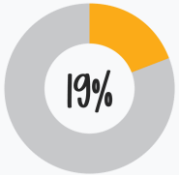
> Caregiver enablement is no longer a ‘nice-to-have’ benefit. It is a strategy aligned with CMS innovation models, Star Ratings performance, Medicaid waiver sustainability, Rural Health Transformation initiatives, and employer retention goals.
>
> **— James Purdy, Trualta VP of Product & Engagement**



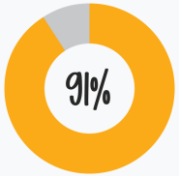
Rural Caregivers: Invest in structured, comprehensive learning paths

Urban Caregivers: Nurture them along with short messages and “just-in-time” help

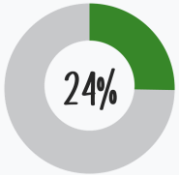
What ALL Caregivers Need Most:
The Right Intervention at the Right Time.



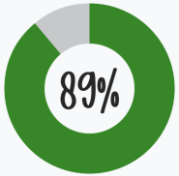
19% arrive to learn skills they're already performing without training



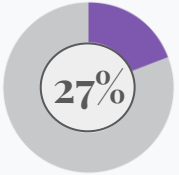
91% agreed they learned new skills



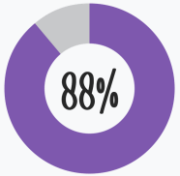
24% of caregivers are seeking information and resources



89% agreed their confidence increased



19% are arriving in stress and burnout, 8% at breaking point



88% agreed their ability to manage stress improved



Thank You!

Download the full Moments That Multiply Report Here