



Cantata

Adult Life Services

Cantata's Mission & Vision

Cantata **orchestrates innovative solutions**, connections, and services for adults and their families as they seek to achieve their best lives.

Cantata will “**Transform the Face of Aging**” through innovation, collaboration, partnerships, training and learning opportunities which will help individuals, families, and communities to achieve their Best Lives.



About Cantata

**Established in 1920 as a single site, fee-for-service not for profit
CCRC in Brookfield, IL - Campus**

- Independent Living
- Skilled Medicare Beds
- Assisted Living Beds

1998 Home and Community-Based Services – Off Campus

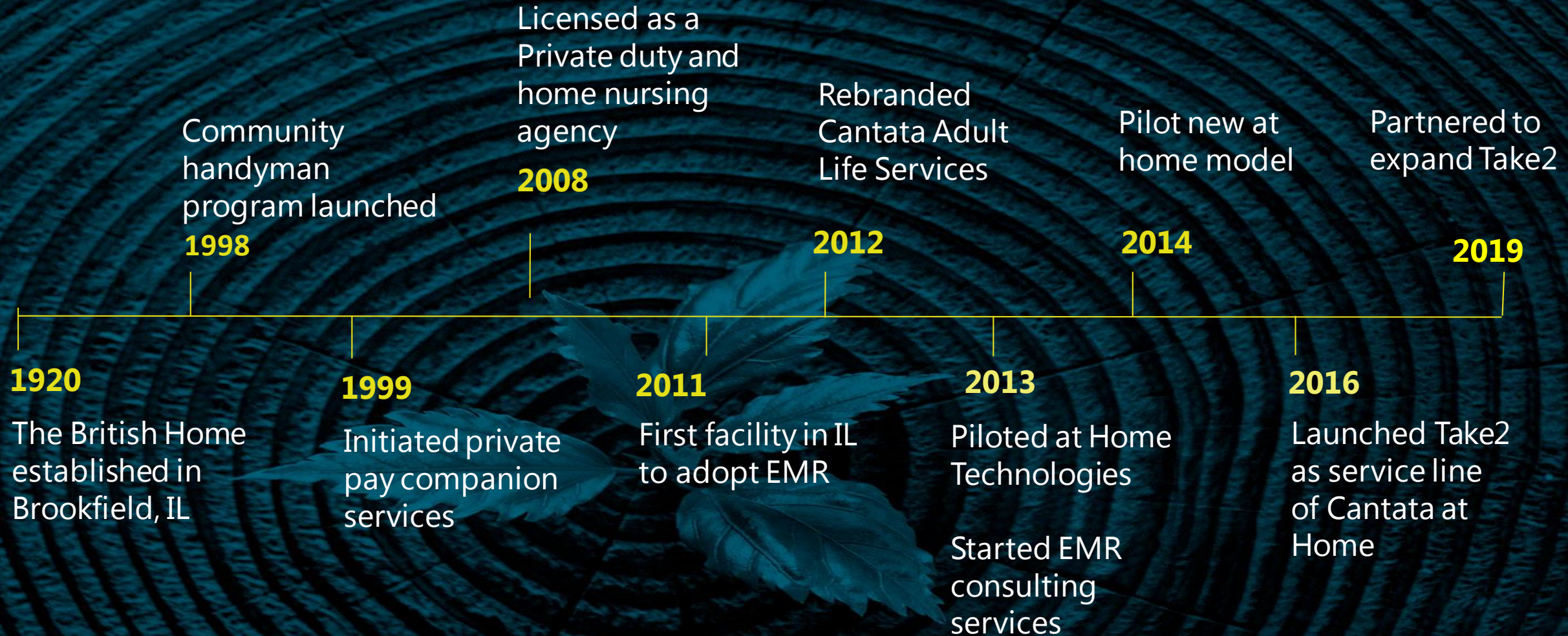
- Handyman and Companion Services
- Licensed Home Care Services
- Licensed Home Nursing Services



Community-Based Offerings

- Private duty care services
- Handyman
- Tech support
- Transportation
- Meal delivery
- Housekeeping
- Home Nursing
- Fitness
- Wellness

Cantata – Expansion of Services



Customers

Generally middle income, lower middle income seniors, their families and neighbors.

- Campus about 10 miles around Brookfield – 25 miles HCBS
- Value Based – Modest amount of assets
- Social security, some small pensions, little or no LTC insurance

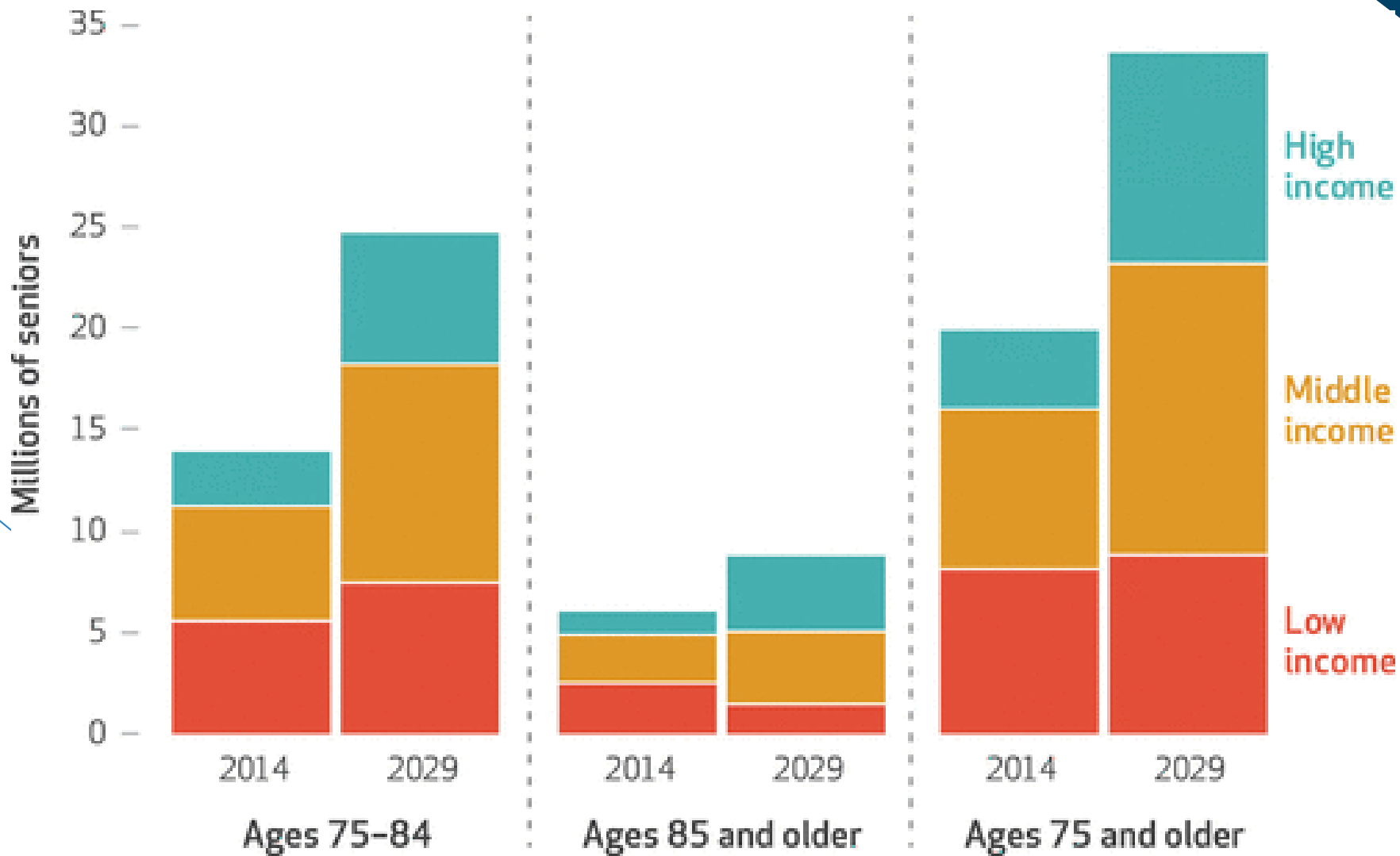
- About 750 clients a year on campus
- About 1200 clients a year off campus

Middle Market Senior Need

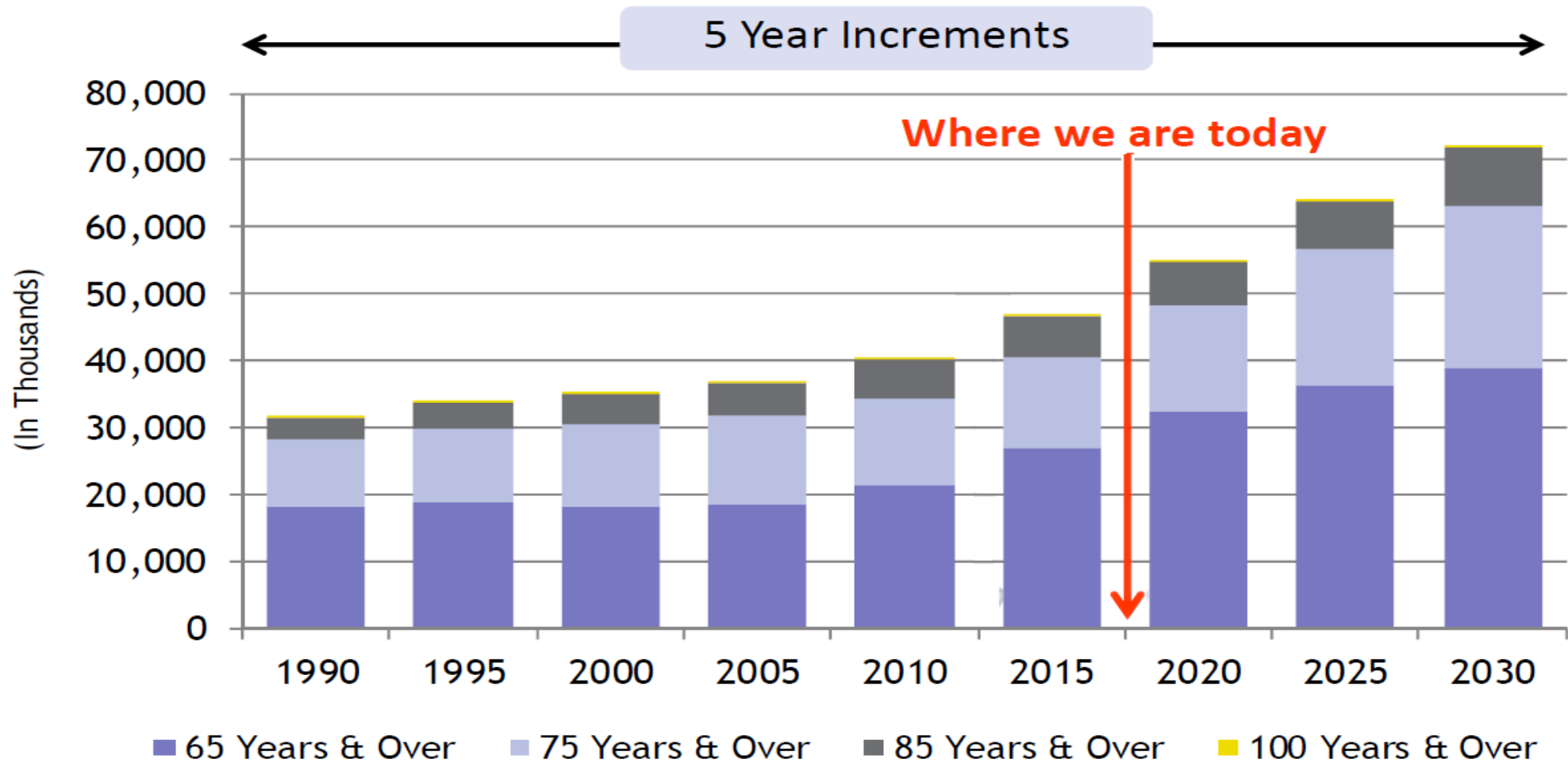
- Majority can't afford services as currently provided and don't qualify for subsidized programs.
- Projected larger growth in middle market seniors than in low income
- Few alternatives available - social and ethical imperative to solve this problem and serve this market
- Need for policy makers, leadership, and government programs to address the "forgotten middle"
- Want to age where they call home
- Historical need for the senior services industry to be innovative and program to the needs of the middle market



Need to Innovate

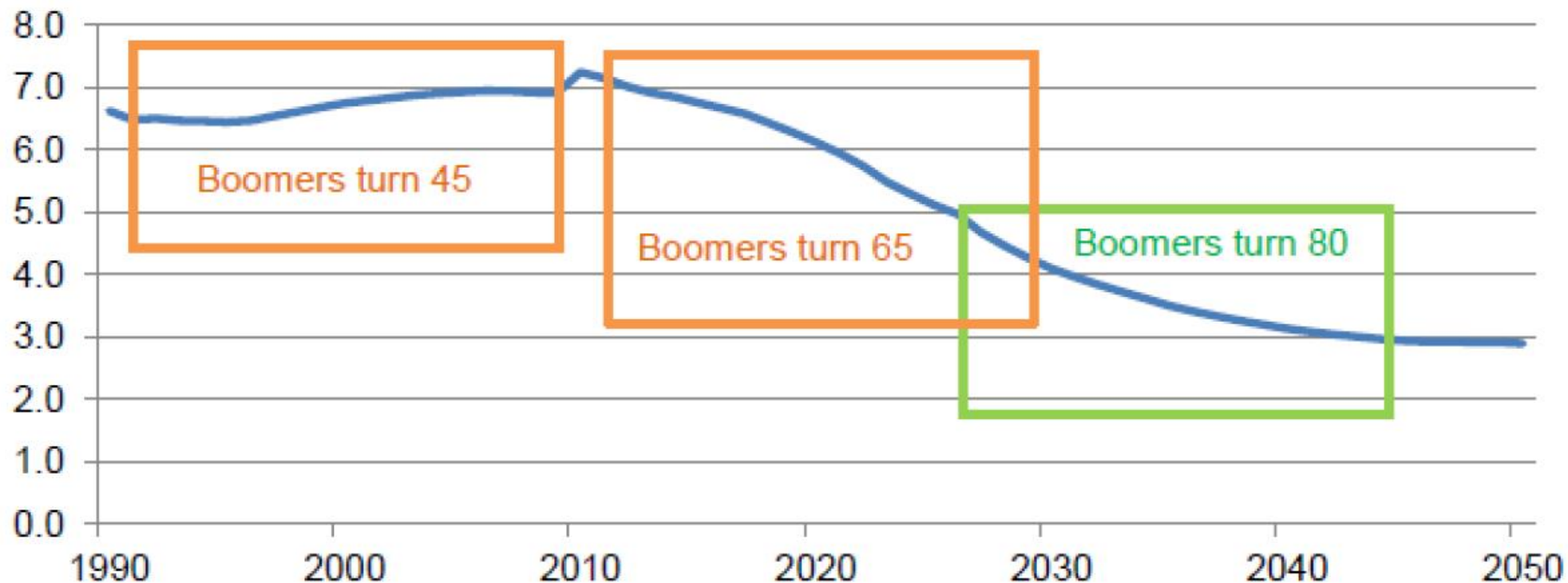


Source: The Forgotten Middle



Source: U.S. Census Bureau National Population Projections (released 2008, based on Census 2006)

Caregiver Support Ratio, United States



Source: AARP Public Policy Institute calculations based on REMI (Regional Economic Models, Inc.) 2013 baseline demographic projections.

Note: The caregiver support ratio is the ratio of the population aged 45–64 to the population aged 80-plus.

According to the Alzheimer's Association, in 2012, 15.4 million caregivers provided an estimated 17.5 billion hours of unpaid care, valued at more than \$216 billion.

What is Innovation?

- **Implementation** of something **new or change** to existing.
- Helps companies **survive** and thrive in times of **uncertainty** and change
- **Disruptive, scalable, replicable**
- **Increases** revenue and/or **reduces** cost
- Needs imagination, vision, initiative, and **different** thinking
- Usually **people** are at the root – Different talent and leadership
- Not limited by known technology – often **creates** it
- Often misunderstood or **confused** with invention or technology
- Surprisingly **simple**. “Gee why didn’t I think of that”
- Creates **new** markets or reaches **more** markets



Where to Innovate?

Home and Community Based Services!

The Overarching Problem (The existing hourly based home care model)

- **Stressed** and **unaffordable** for middle market seniors
- **Unsustainable** as the demographics change
- **Inefficient** and lacks Innovation
- Margins **declining**
- FLSA have **challenged staffing**, availability, and costs
- Not conducive to **scale** and “more with less”
- **Intrusive** and doesn't promote independence



Introducing an Innovative Model of Home Care Delivery





Changing the way care at home is delivered

- Started in 2014
- Over 500 clients
- 16 Chicago suburbs
- Hawaii, Minnesota, Central Illinois

- An outcome driven, task based home care model
- “Assisted Living at Home”
- “Home Caresharing”

- Delivering scheduled and on demand services, billed by the day not hour

- A mobile expert team based in your neighborhood

217 345



How the Model Works



**Take2 Video –
www.gotake2.com**

What Kinds of Services Does Provide?



Take2 includes all the same services that private duty caregiving agencies and assisted living facilities provide.

EXCEPT:

 does *not* provide companionship!

- Toileting and bathing
- Personal care and grooming
- Meal prep & delivery
- Light housekeeping & laundry
- Transportation
- Med management
- Pet care
- Skin care
- Well being checks
- Remote monitoring
- Overnight assistance – 24/7 support
- Care coordination and navigation



Why Take2?



Value Proposition: Win–Win–Win

Clients Win!

Better Value



Caregivers Win!

Better Pay
and Benefits



Agencies Win!

Better Margins



Clients Win

- Better value; savings of up to 60% vs. hourly care; clients saved \$450K a year
- Less intrusive – coordinated services only when needed or desired
- No minimum required
- Makes staying at home possible
- 24/7 support – By the day not hour
- 98% report “feeling safe”

Caregivers Win

- Better wages – 20-30% higher
- Better Benefits – most full-time
- Set schedules and hours
- More diverse work environment
- Room for advancement
- Higher satisfaction

Agencies Win

Better margins – gets better as volume grows.

- 15-20% higher
- >3x more revenue per FTE

More sustainable – win, win, win

- More with less
- High potential for growth

Workforce solution

- Less staff – 9:1 client to caregiver
- Less hiring – 6x less
- Better benefits – most full-time
- Less turnover

High customer satisfaction: >90%



Challenges

- Industry habits and reluctance to change
- Government slow change and outdated regulation
- Consumer Awareness – “Sliced Bread”
- Management & Staff “Deprogramming”
- Logistics vs. Staffing
- Software and Technology
- Acceptance – New, Discharge Planners, Referrals, Payors
- Needs Growth and Scale – Awareness. Marketing & Sales
- Startup – Cost and Build out

What's Next?

- Continue commitment to middle market innovation
- Continue **disrupting** home care with Take2
- Bring the Take2 model into **new markets**
- Look for more **strategic partners**
- **Improve** the model and **expand** services
- **Position** for risk-sharing, ACO, post-acute
- Implement and **pilot** new technology



A Cantata Home Service

Changing the Way Support at Home is Delivered

We know three things about older adults:

1. 90% of people who need support want to age successfully **in their own home**
2. Nobody wants to or can afford to pay skyrocketing home care rates
3. 100% want to maintain their **privacy and independence** while receiving support

That's why Cantata Home Services introduced **Take2**, a new method of delivering assisted living support in the community **unlike any other service in the market!**

Neighborhood Focused

We serve small, intimate areas to allow our team members to efficiently provide scheduled services and quickly respond at any time, day or night.



Scheduled Services



Personalized services are scheduled to allow you to get the support you want when you need it.

⚡ Unscheduled Support

Our team members are available 24/7 when unexpected needs arise.

Shared Care and Savings



Take2 allows our team to maximize its time and create efficiencies within each neighborhood. This enables us to serve more people at a lower cost, savings that we then pass along to you. **Take2** clients, on average, are **saving 60% or more!** Best of all, our clients love it:

OVER 98%
CUSTOMER SATISFACTION

OVER 98%
SAY THAT THEY "FEEL SAFE"

Care Team

Our team members are selected to reflect the mission of our organization and take pride in its success. Everyone must pass thorough:

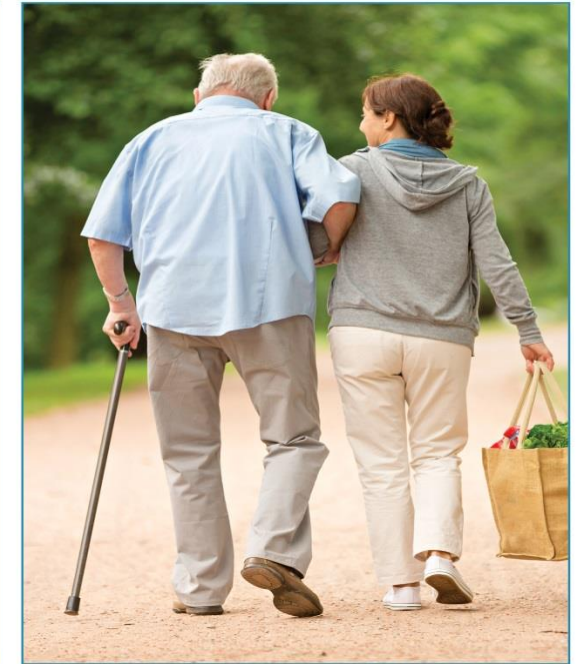
- Multi-dimensional service training
- Criminal background checks
- Drug screening

Take2 is licensed, bonded and insured.

Take2 Services

Examples of what Cantata Home Services provides clients using the **Take2** model:

- Bathing assistance
- Dressing assistance
- Extended daytime and/or overnight support
- Laundry
- Light housekeeping
- Special diet meal delivery
- Medication reminders, management, and weekly setup
- Personal assistance (for example: coordinating doctor appointments, answering mail and email, shopping for groceries and other items)
- Home maintenance program
- Pet care
- Running errands with you or for you
- Skin care (such as wound care and prevention)
- Stand-by assistance
- Transportation coordination
- Wake-up and/or bedtime assistance
- Accessibility modifications (such as grab bars or handheld showers)



- No minimum billable time
- On-demand support available 24/7
- Flexible care plans based on need

Neighborhoods Served:

- | | | |
|-------------------------------|----------------------------|-------------------|
| • Brookfield | • Indian Head Park | • Broadview |
| • Riverside & North Riverside | • Hodgkins (west) | • River Forest |
| • Berwyn (west) | • LaGrange & LaGrange Park | • Oak Park (west) |
| • Countryside | • Westchester | • Western Springs |
| • Lyons | • Forest Park | • Hinsdale |

Additional neighborhoods coming soon!

For more information, call 708-485-2047 or visit gotake2.com



Cantata is a nonprofit organization committed to helping individuals, families, and communities age successfully since 1920.

Thank you!



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www.gotake2.com

