Office for the Aging

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NYS INNOVATIONS IN AGING

How New York's 20+ public-private partnerships with leading agetech innovators are transforming the field of aging services, addressing social determinants of health and connecting older adults.

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Tackling Social Isolation Through Technology

NYSOFA's AgeTech Partnerships Set a New Pace in 50-Year Track Record of Addressing Older Adults' Social Needs Under the Older Americans Act (OAA)

According to AARP, in its annual survey on technology use, older adults are – for the first time – using technology at the same rate as individuals under the age of 50.

While barriers still exist – the cost or lack of reliable broadband, the cost of equipment, and not knowing how to use the equipment – most older adults use technological devices and platforms effectively.

This presents an opportunity to leverage many low-cost, high impact digital solutions that are helping to combat loneliness and social isolation while improving overall health and wellness.

Continued on next page

Social Isolation in the Older Americans Act

The Older Americans Act (OAA) recognizes the need to address social isolation, given its impact on depression, anxiety, mortality and increased risk of dementia.

SEC. 102

The term 'disease prevention and health promotion services' means [...] screening for the prevention of negative health effects associated with **social isolation** and coordination of supportive services and health care to address negative health effects associated with **social isolation**.

Continued on p. 3

A Long-standing Priority

Combatting social isolation and improving overall health and wellness have been a cornerstone of the aging services network for decades. This focus has traditionally involved in-person supports like telephone trees, friendly visiting programs, in-home contact and support, community-based services, community opportunities in more than 800 senior centers, transportation to community locations, events for older adults, health and wellness fairs, and more.

This focus is embodied in the federal Older Americans Act (OAA), which is the foundation for federal, state and local development, planning and delivery of home and community-based services and supports to older adults and their caregivers. (See sidebar, pages 1 and 3.)

The Evolution of NYSOFA's Partnerships

NYSOFA established its first public-private partnership with Ageless Innovation in 2018, following a report by AARP and the U.S. Centers for Medicare and Medicaid Services (CMS) on the impact of loneliness and social isolation on older adults and Medicare spending. It stated that loneliness and isolation is equivalent to smoking almost a pack of cigarettes per day, costs Medicare more than \$7 billion to treat, makes chronic conditions worse, increases mortality, depression and anxiety, and increases the risk of getting dementia.

Recognizing the many tools that now exist to fill in service gaps, enhance services, and address workforce shortages, NYSOFA has expanded our partnerships with more than 20 technology companies to increase service provision and improve the overall health and welfare of older adults as described by the OAA. This work complements structural policy changes, including NYSOFA's decision, early in the COVID-19 pandemic, to add a social isolation screen to NYSOFA's comprehensive assessment as well as a technology screen, so that individuals can be connected to digital solutions if these solutions are an appropriate fit.

Data is critical. Our partners are all required to measure the impact of their interventions/platforms to demonstrate their efficacy. This report chronicles several of these innovations, how they work, target populations, and outcomes in serving the diverse health and social needs of older adults across New York State.

NYSOFA and partners are working to cross-integrate these technology tools, where appropriate, to increase access to other supports that older adults may not be aware of.

Social Isolation in the Older Americans Act (continued)

SEC. 202

It shall be the duty and function of the Administration to [...] with input from aging network stakeholders, including caregivers, develop objectives, priorities, and a long-term plan for supporting State and local efforts involving education about prevention of, detection of, and response to negative health effects associated with **social** isolation among older individuals [...]

SEC. 321

The Assistant Secretary shall carry out a program for making grants to States under State plans approved under section 307 for [...] services designed to provide health screening (including mental and behavioral health screening, screening for negative health effects associated with **social isolation**, falls prevention services screening, and traumatic brain injury screening) to detect or prevent (or both) illnesses and injuries that occur most frequently in older individuals; [...] services that promote or support **social connectedness** and reduce negative health effects associated with **social isolation**.

SEC. 411

[...] the Assistant Secretary may make grants to and enter into contracts with States, public agencies, private nonprofit agencies, institutions of higher education, and organizations, including tribal organizations, for [...] projects that address negative health effects associated with **social isolation** among older individuals.

SEC. 417

The Assistant Secretary shall award grants to and enter into contracts with eligible organizations to carry out projects, serving individuals in younger generations and older individuals, to [...] provide opportunities for older individuals to participate in multigenerational activities and civic engagement activities that contribute to the health and wellness of older individuals and individuals in younger generations by promoting [...] reduced social isolation and improved participant social connectedness.

ElliQ-Intuition Robotics

Al care companion robot designed to foster independence and provide support for older adults.



ABOUT

ElliQ is an AI care companion robot designed to foster independence and provide support for older adults through daily check-ins, assistance with wellness goals and physical activities, and more using voice commands and/or on-screen instructions. ElliQ is proactive and personalized: it initiates conversation, suggests activities, and remembers what users tell it.

ElliQ encourages and works with users to set and help achieve goals. It is designed to convey empathy to create trust and drive engagement and behavior change. Older adults can also use the platform to contact family or other trusted individuals identified and opted by the user, including Offices for the Aging case managers. All such communications are user-directed.

NYSOFA EFFORTS

NYSOFA's program includes almost 900 units being made available to older adults in New York through NYSOFA's network of aging services providers (as of 2024).

OUTCOMES

After two years of data, participants reported the following:

- 93% find ElliQ useful.
- 93% find that ElliQ reduced loneliness.
- 95% find that ElliQ improved wellness.
- 88% find that ElliQ has changed their life for the better.
- 90% find that ElliQ improved quality of life.

ElliQ users throughout New York have also demonstrated exceptionally high levels of engagement consistently over time, interacting with their ElliQ over 30 times per day, 6 days a week. More than 75% of these interactions are related to improving the older adults' social, physical and mental well-being (2023 data).

READ MORE

Discover Live

Live, virtual tours for older adults to experience the world from the comfort of home.



ABOUT

Discover Live offers premier virtual tours to more than 200 locales across the globe. Since 2017, this service has utilized live HD video (e.g. Zoom, WebEx, Teams, etc.) to connect older adults with expert tour guides.

NYSOFA EFFORTS

At NYSOFA, 51 senior centers, congregate dining sites, and Naturally Occurring Retirement Communities (NORCs) are providing older adults with social engagement and enrichment experiences through this unique travel experience. An additional 51 sites are expected to implement this program in the fall of 2024. The project is supported through a partnership between the New York State Office for the Aging and the Association on Aging in New York (AgingNY).

OUTCOMES

As of September 2024, Discover Live has provided 397 tours to an average of 5,955 older adults per month through the NYSOFA-AgingNY initiative.

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GetSetUp

Online courses and communities that help older adults learn new skills and interact with others who share their interests.



ABOUT

GetSetUp is a dynamic learning and discovery platform offering training on technology to bridge the digital divide while offering virtual classes tailored exclusively for older adults. With over 5,000 classes across 40 categories, including technology, fitness, nutrition, cybersecurity, health and wellness, and social activities, it caters to diverse interests and needs. GetSetUp empowers older New Yorkers to bridge the digital divide, age independently, and combat loneliness through its platform available around-the-clock.

NYSOFA EFFORTS

In partnership with NYSOFA, GetSetUp has made a remarkable impact in New York with over half a million class attendances and over 500,000 older New Yorkers supported (as of 2024). New Yorkers have found tremendous value in classes focused on technology and health and wellness, reflecting the community's commitment to staying connected and healthy. As of 2024, eleven counties in New York have embedded GetSetUp classes on their office for the aging websites, providing instant access.

OUTCOMES

Over 500,000 older New Yorkers have taken classes (as of 2024), with health and wellness classes being among the most popular, achieving goals for healthy aging.

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Ageless Innovation/Joy for All Animatronic Pets



Plush, "lifelike" animatronic pets designed to make realistic sounds and motions, providing comfort and companionship to older adults.

ABOUT

Since 2018, NYSOFA has been providing animatronic pets to older adults who experience social isolation. These plush, "lifelike" robotic pets are designed to make realistic sounds and motions, providing comfort and companionship to individuals. In 2023, NYSOFA also partnered with the Association on Aging in New York (AgingNY) and community groups to bring Ageless Innovation's reimagined, intergenerational games to increase social connections.

NYSOFA EFFORTS

The animatronic pet initiative started as a pilot in 2018 with 60 participants in 12 counties receiving the pets. Since that time, NYSOFA has worked to distribute over 31,500 animatronic pets to older adults who are assessed as being socially isolated (2018-2024). NYSOFA, AgingNY and partners have so far distributed 35,000 intergenerational games (as of 2024).

OUTCOMES

In a 2018 pilot study, NYSOFA found that 75% percent of older adults receiving these pets reported a reduction/significant reduction in loneliness as well as a 75% decrease in pain. The study was performed using the DeJong Loneliness Scale at different intervals of time (pre-adoption of the pets and at three, six, and twelve months).

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Virtual Senior Center (VSC)

An online community that allows older and homebound adults to connect and engage with each other through virtual and hybrid classes.



ABOUT

The Virtual Senior Center (VSC) was created in 2010 by Selfhelp Community Services to help homebound and socially isolated older adults stay connected to their community. The VSC offers robust programs designed for older adults, managed by social workers who provide intentional engagement. It fosters an inclusive and engaging environment where older adults can connect with one another from wherever they call home.

NYSOFA EFFORTS

Since the start of the VSC's partnership with NYSOFA in 2021, 423 homebound older adults throughout 17 counties in upstate New York have been onboarded and are engaging with older adults from around the country (as of 2024).

OUTCOMES

Eighty-four percent of participants reported a decrease in loneliness, and 76% reported feeling less depressed because of the VSC. Seventy-six percent made new friends and 67% joined programs for social connection and to learn something new.

RFAD MORF

Relish

Dementia products designed to bring calm and independence.



ABOUT

Relish designs quality and affordable activity products, games and technology for people living with dementia and their caregivers. The products recognize the varying needs of the different stages of dementia, whether that is to bring joy, stimulate the mind, spark memories, instill calm, comfort or reassurance. The products are designed with input from caregivers and persons with dementia.

Products include specially designed clocks, jigsaw puzzles, radios, brain teasers, and sensory activities.

NYSOFA EFFORTS

Relish is joining NYSOFA and the Association on Aging in New York for a pilot in 2024.

OUTCOMES

After using Relish products, 84% of respondents saw an improvement across at least one pillar of wellbeing:

- 92% reported improved overall wellbeing of people with dementia.
- 53% saw improvement in independence.
- 76% were more engaged.
- 77% reported greater happiness.
- 70% became calmer.
- 69% saw improved connection.

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The NY Caregiver Portal (Powered by Trualta)

Evidence-based caregiver education and training portal.



ABOUT

There are an estimated 4.1 million caregivers in New York State who provide 2.68 billion hours of unpaid care at a value of \$39 billion annually. The New York Caregiver Portal, powered by Trualta, provides a vital support and training tool. Sixty-one percent of users report caring for a loved one and 70% reported at least one mental health symptom during the pandemic. The Caregiver Portal/Trualta teaches critical skills to reduce caregiver stress levels and increase confidence in one's caregiving abilities while connecting caregivers to other New York State resources. The portal is available at https://newyork-caregivers.com.

NYSOFA EFFORTS

NYSOFA and the Association on Aging in New York (AgingNY) have partnered with Trualta to offer Trualta's webbased caregiver education and support platform at no cost to any unpaid caregiver in New York State. Caregivers in New York State can enroll in the Caregiver Portal/Trualta at https://newyork-caregivers.com.

OUTCOMES

Nearly 3,000 caregivers have engaged with the portal and have 17,955 content views (as of summer 2024). Data for users shows a 20% reduction in hospitalizations due to supporting caregivers' needs and improving their skills. Among other outcomes:

- 75% reported that the Caregiver Portal/Trualta helped keep the care recipient home longer.
- 56% reported a reduction in emergency department visits.
- 69% reported a reduction in medical costs.
- 92% leveraged a skill learned on the Caregiver Portal/Trualta.

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ARCHANGELS Caregiver Intensity Index

GET YOUR SCORE

Almost 1 in 2 of us are caring for someone, and it can get intense. Any Care Counts - New York is a way to support YOU as you care for others. Take two minutes and get your intensity score and connect to things that can help.



Caregiver awareness campaign, caregiver intensity index and service resource.

ABOUT

ARCHANGELS works to support individuals who provide uncompensated care to someone else (caregivers). They focus on reframing how caregivers are seen, honored, and supported using a combination of data and stories, through public and private partnerships. The platform provides each caregiver with an intensity 'score' that not only validates their experience, but crosswalks them to state and local resources. This resource prioritizes helping individuals self-identify as a caregiver in order to provide supports and help, if needed.

NYSOFA EFFORTS

New York has partnered with the Association on Aging in New York, ARCHANGELS, the Ralph C. Wilson, Jr. Foundation and the Health Foundation of Western and Central New York on an Any Care Counts campaign that helps caregivers self-identify as caregivers based on marketing that appeals to people who perform caregiving tasks. Individuals answer a Caregiver Intensity Index (CII), which provides a score of caregiving intensity, along with resource referrals designed to engage and help all caregivers. In addition, the CII is also used to assess caregivers under the federal Title III-E National Caregiving Program in New York State.

OUTCOMES

Caregivers least likely to self-identify in the role have a 320% increase in self-identification after completing the CII, and 79% of people who do not identify as a caregiver before going through the CII see themselves as a caregiver after completing the CII.

To date, of the 47 counties using the CII for caregiver assessments (452 assessments), 30% of caregivers are "in the red," 62% are "in the yellow," and 8% are "in the green/clear" ("red" being most severe or in crisis and "green/clear" being least severe). Forty-three percent are working caregivers. For those "in the red," the key drivers of intensity are:

- No time for themselves (97%)
- Money concerns (96%)
- Not knowing what to expect (96%)
- Wondering if they are doing it right (89%)
- Feeling stressed out or depressed (88%)

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MemoryLane TV



Immersive, interactive multi-sensory videos and experiences that create a sense of calm, connection, and wellness for individuals with memory loss.

ABOUT

Memory Lane TV (MLTV) is a streaming, science-based behavioral and multisensory digital intervention designed to support people living with Alzheimer's and related dementias and their professional and family care partners. Over 1,500 hours of positive, plot-free content is personalized for each user and is built to reduce agitation and depression. MLTV is designed to cue people with dementia to connect with the natural rhythms of the day, experience soothing memories, and find joy.

NYSOFA EFFORTS

MLTV is joining NYSOFA and the Association on Aging in New York for a pilot in the fall of 2024, bringing this platform to organizations that serve individuals with memory loss.

OUTCOMES

- 75% of users reported improvement to older adult and caregiver mood and anxiety levels.
- 95% report an overall positive impact.
- 70% report improvement in interactions.
- 67% report improvement in resident engagement.
- 70% report reductions in resident stress levels.

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Zinnia TV

Therapeutic TV for dementia patients, fostering connections, supporting daily activities, and soothing anxiety.



ABOUT

For individuals with dementia, Zinnia TV is a therapeutic alternative to standard TV programming, which can trigger confusion, distress, and daytime sleeping. Exploring a meaningful topic on Zinnia TV can soothe, delight, and reinforce a person's sense of identity. Video is slow moving, soothing and promotes respite for caregivers.

NYSOFA EFFORTS

Zinnia TV will be piloted in the fall of 2024 with the Alzheimer's Association Chapter in Western NY and county offices for the aging in Western New York.

OUTCOMES

Zinnia TV has found that their videos:

- Reduce disruptive behaviors (for 74% of caregivers, the program reduces agitation for the person they support).
- Prompt activities of daily living (80% of caregivers report improvements in ADLs).
- Create joy and respite (83% of caregivers report that their loved one is entertained and supported). This often leads to a reduced reliance on psychotropic medications.
- 74% of caregivers reported reductions in stress.

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MapHabit

Evidence-based, interactive step-by-step guides to help individuals with Alzheimer's Disease and other forms of dementia create healthy, sustainable habits.



ABOUT

The MapHabit platform uses scientifically proven step-by-step guides to empower individuals with intellectual and developmental disabilities (IDD), autism, and traumatic brain injuries (TBI), as well as individuals living with Alzheimer's Disease and related dementias (ADRD), to master their daily routines. A library of over 1,000 maps covering daily tasks can be customized for each individual to reduce caregiver burden and foster independence.

NYSOFA EFFORTS

MapHabit is joining NYSOFA and the Association on Aging in New York for a pilot in the fall of 2024.

OUTCOMES

In initial studies, the MapHabit visual maps system was not only embraced by family users but also provided important and effective interventions to help enhance overall quality of life both for individuals living at home with dementia and their family caregivers. According to the National Institutes of Health (NIH):

- 75% saw improvement in independence.
- 50% reported improvement in quality of life.
- 35% reported a reduction in caregiver burden.

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Blooming Health

A digital engagement platform to improve older adults' awareness and connection to community-based aging services.



ABOUT

The Blooming Health platform is used to send personalized and targeted communications to older adults and caregivers through text messages, voice calls, or email. This outreach tool has resulted in a three-fold increase in program attendance and two hours per day of time savings for each county office for the aging team through administrative efficiencies.

The platform enables instant communication about vital information such as weather alerts, program deadlines, event reminders for evidence-based programs, nutrition education, and wellness programs, and social engagement opportunities in over 80 languages.

NYSOFA EFFORTS

Blooming Health has significantly improved community outreach to older adults in New York, enrolling over 102,000 older adults across 35 counties (as of 2024). Of these, 48% are rural, with 467 community partners. The project is supported through a partnership between NYSOFA and the Association on Aging in New York.

OUTCOMES

The initiative has generated 4,500 needs referrals (a 27% increase in services), 3,500 wellness checks, and \$10.9 million in new benefits for eligible older adults, including \$6 million in expanded meal provision. Overall, the platform has resulted in a 500% increase in Supplemental Nutrition Assistance Program (SNAP) benefit access and a 200% increase in engagement.

READ MORE

Watch videos and download the slide deck to learn more at https://aging.ny.gov/innovations-aging.

Team Vivo

Evidence-based strengthtraining and exercise program to help reduce falls and associated injury.



ABOUT

Team Vivo is an evidence-based strength training and exercise program designed to increase strength and reduce falls and injuries related to falls. Team Vivo provides an online small group fitness program that, unlike videos or livestreamed classes, is a live and interactive two-way experience with measured outcomes. Vivo classes are designed to build strength and function through individualized feedback from a live trainer while also providing social engagement and building community that drives 98% monthly customer retention.

NYSOFA EFFORTS

NYSOFA is piloting Team Vivo and its impact on older adults in New York State in the fall of 2024 to reduce falls and the risk of falls and injuries while improving strength.

OUTCOMES

Older adults see an average increase of 25% in strength and endurance in just two months, a 22% increase in upper-body strength, a 27% increase in lower-body strength, and high ongoing attendance in classes (at 80%).

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Community Care Connections

Integrating community-based aging services with physician services.



ABOUT

Lifespan of Greater Rochester is a regional nonprofit focused on older adults and caregivers serving Monroe County and the surrounding Finger Lakes counties. Lifespan's Community Care Connections (CCC) initiative integrates Lifespan's community-based aging services with local physicians' offices to connect clients with social workers and LPNs to identify and address the full range of social and health needs.

The team communicates seamlessly to provide holistic care to the most at-risk older adults. Independent evaluation by the New York Academy of Medicine proved that integrating the CCC intervention with healthcare systems results in a positive impact on the quadruple aim of lowering costs, improving health outcomes, and increasing patient and physician satisfaction.

NYSOFA EFFORTS

With support from NYSOFA, CCC has expanded to 10 counties in the Finger Lakes region and is mentoring Broome County Office for the Aging and Selfhelp Community Services to replicate the model (as of 2024).

OUTCOMES

Post program enrollment, one analysis found a 19% decrease in hospitalizations, 31% decrease in emergency room visits, and 23% decrease in observation stays. Top interventions include:

- Health insurance counseling, resulting in a 54% reduction in hospitalizations.
- Housekeeping, resulting in a 40% reduction in hospitalizations and a 40% reduction in emergency department visits.
- Financial benefits counseling, resulting in a 44% reduction in hospitalizations and a 40% reduction in emergency department visits.
- Provision of Personal Emergency Response (PERS), resulting in a 37% reduction in hospitalizations and 34% reduction in emergency department visits.

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BetterAge



Provides organizations with easy-to-understand information and actionable insights; provides older adults with personalized recommendations to live well.

ABOUT

BetterAge provides a population health solution through a web-based platform that measures what matters with respect to healthy aging and generates important insights for individuals and organizations. A health and well-being assessment, aligned with the social determinants of health, provides in-depth insight into healthy aging at every scale. For older adults, a personalized health and well-being report and recommendations are provided, and organizations can review this data as they develop programs, set policy approaches, and work to maximize funding.

NYSOFA EFFORTS

NYSOFA supported the development, testing, implementation and expansion of this solution and will continue to build it out at the community level.

OUTCOMES

Eighty-eight percent of older adults who start the assessment reach completion. The assessment measures wellbeing and identifies who is in crisis, struggling, surviving, and thriving in areas such as quality of life, finances, physical and mental health, activity limitation, meaning and purpose, loneliness, belonging, social supports, and more to connect individuals to supports that improve those measures and provide clear guidance to organizations who serve them.

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Onscreen



Connecting older adults and their families easily and safely through the use of the TV, including video calls, reminders, live classes and companionship.

ABOUT

Onscreen turns TVs into interactive care hubs, making family video calls, telehealth, and virtual social events easily accessible for older adults that struggle with technology. The platform also includes a TV-based Al companion that helps with regular check-ins and provides companionship, simplifying daily interactions and enhancing quality of life for older adults and caregivers.

NYSOFA EFFORTS

Onscreen will be piloted in the fall of 2024 with a federally qualified health center in the North Country.

OUTCOMES

Onscreen delivers a 59% improvement in self-evaluated happiness. Also, 76% of caregivers reported an increase in happiness. In addition, 88% of caregivers believe that Onscreen is helping their loved ones feel less lonely.

READ MORE

Emerest Connect

24/7 on-call nursing assistance, nutrition programs by certified nutritionists, and 24/7 ambulance service, plus interactive television studio for homebound older adults.



ABOUT

Emerest is an advanced risk-bearing medical group with a clinically integrated network (virtual and in-home) and innovative Live TV Studio. Together, these elements keep older patients stable, stimulated and healthy in their homes. This is accomplished through addressing their medical, behavioral, emotional and social needs. Emerest develops a deep understanding of patient needs in the home and creates communities of patients on a live interactive TV platform that keeps patients engaged in their health through fun activities, friendships and community. The network of care through Emerest (a subsidiary of Royal Care home care) offers a cost-effective virtual and home-based model that includes in-home labs, x-rays, paramedicine for ER diversion, and more.

NYSOFA EFFORTS

NYSOFA and the Association on Aging in New York are working to expand the Emerest model and to integrate other technology partners into Emerest Connect.

OUTCOMES

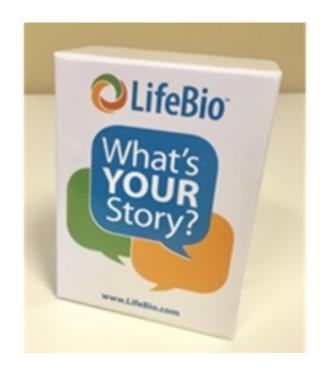
Data shows a 40% reduction in hospital readmissions for varying cohorts of patients who are super utilizers. Approximately 1 in every 2 patients that uses the treat-at-home program saves an avoidable emergency department visit. Among other outcomes:

- 96% reported client satisfaction.
- 83% reported pain relief.
- 86% reported depression relief.
- 88% reported loneliness relief.

READ MORE

LifeBio

Utilizes voice recordings to create Life Story Books, Snapshots, and Action Plans for people living with mild cognitive impairment or dementia to ensure their stories are told.



ABOUT

LifeBio is capturing the stories and life experiences of New York State older adults, especially people who are reaching end of life and those who may be receiving hospice or palliative care. LifeBio is an evidence-based life story/reminiscence therapy solution that records people's backgrounds, stories, and care preferences in their own voices with an easy-to-use app.

NYSOFA EFFORTS

The project is supported through a partnership between the New York State Office for the Aging, the Association on Aging in New York, the Hospice and Palliative Care Association of New York, and Area Agencies on Aging.

OUTCOMES

LifeBio has been found to reduce depressive symptoms in research conducted with over 270 older adults. In addition, staff members surveyed have shown an increase in perceived importance of knowing older individuals' life stories, resulting in advancements in person-centered care and individualized care planning. In focus groups during the COVID-19 public health emergency, as the new LifeBio Memory app prototypes were first introduced, LifeBio's research partner fully included people living with mild cognitive impairment or early-stage dementia (and their caregivers) to gain honest, valuable feedback that guided continuing development. Other outcomes include an increase in happiness and satisfaction over eight weeks, as well as decreased depressive symptoms.

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Kathy Hochul, Governor Greg Olsen, Director

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