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# NEWS RELEASE

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## ICmed and e-Caregiving Partner to Bolster Patient-Caregiver Engagement

*Medicare Estimates that there are Sixty-Six Million Caregivers in the United States*

ICmed and e-Caregiving, a subsidiary of Innovative Caregiving Solutions LLC, today announced a strategic partnership. The two companies improve patient engagement and health outcomes, in part, with products and technology that support informal and family caregivers, a market Medicare estimates to be sixty-six million in the United States.

**ICmed** enhances patient and caregiver engagement with a consumer-facing mobile app that is connected to an enterprise workflow and communication dashboard. From the dashboard, organizations can analyze, engage, inform and educate their health population. **Innovative Caregiving Solutions** is the owner of e-Caregiving, a leading producer of evidence-based educational content that teaches caregivers about general care, as well as condition-specific care.

The two will conduct joint sales, marketing and business development. Notably, e-Caregiving's substantial caregiving content library will be digitized and integrated into ICmed's engagement solution. Through ICmed's Targeted Educational Assistance (TEA) engine, e-Caregiving's content will be available to ICmed's clients and to the client's population via the ICmed mobile App.

e-Caregiving's Chief Clinical Officer, Tina M. Marrelli, MSN, MA, RN, FAAN, has written more than 10 books about caregiving, including the "Handbook of Home Health Standards: Quality, Documentation, and Reimbursement", the "Hospice & Palliative Care Handbook", "A Guide for Caregiving: What's Next?", and "The Nurse Manager's Survival Guide". e-Caregiving applies an evidence-based standard for content and materials. Common conditions for care are covered, including essentials for safety, comfort, and quality.

"We know how important family caregivers are to engaging patients successfully and improving health outcomes. Yet it is also clear that caregivers need more resources and support. Many work fulltime jobs and then spend 25 hours a week caring for a loved one. Everyone benefits if we can increase access to e-Caregiving's content. ICmed's product and the results it provides to our clients are significantly enhanced because of the depth and breadth of e-Caregiving's content," said Anil Kshepakaran, CEO and founder of ICmed.

ICmed's solution is licensed by organizations and companies seeking to engage, inform and educate a special population to drive improved medical and health outcomes and reduce healthcare costs. Settings for use include seniors aging in place, care facilities, discharge education/support to reduce rehospitalization, veterans managing complex health issues, systems managing populations with chronic conditions and others seeking to improve health behaviors and outcomes.

"When I took care of my sweet very frail 96-year-old Father-In-Law at home for years, I realized how family and friend caregivers were terribly underserved. e-Caregiving was specifically designed to support these important members of the health care team. Delivery with ICmed gets this important practical information into the hands of the family and friend caregivers when they need it most," said Tina M. Marrelli MSN, MA, RN, FAAN, and Chief Clinical Officer of Innovative Caregiving Solutions.

Medicare estimates that twenty percent of Americans are caring for a family member or friend who is aging, seriously ill or disabled and many find themselves short of critical knowledge of how to care. Numerous studies, such as the TransAmerica Institute's [The Many Faces of Caregivers: A Close-Up Look at Caregiving and Its Impacts](#), indicate that family or informal caregivers are increasingly challenged for time and finances and in significant need of additional resources, support and tools. This study found that 36 percent of caregivers spend 100 or more hours per month providing care, with a median of 50 hours spent per month. In addition, fifty-four percent of those surveyed have full-time jobs. This information supports the need for effective caregiving education and support. Together ICmed and e-Caregiving have joined forces to meet this challenge that impacts us all.

**For more information about e-Caregiving, please visit: [www.e-Caregiving.com](http://www.e-Caregiving.com)**

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