

THREE QUESTIONS WITH ...

DEW-ANNE LANGCAON

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Dew-Anne Langcaon, CEO of Vivia Cares, Inc., is excited to expand the home care service's model of short, frequent, visits this year.

"To do so, continued expansion of mobile capabilities and leveraging of technologies to drive efficiency is a key strategy for 2023," she told Pacific Business News in an email.

One year ago, Hawaii-based Hookele Health Innovations partnered with Washington brand Vivia to launch Vivia by Hookele Home Care in the Islands.

PBN asked Langcaon how she plans to address the challenges and needs of Hawaii's kupuna, while growing the business.



How has senior care changed over the course of your career? Senior care

has changed tremendously over the course of my career, primarily in three areas. First, the use of technology in the delivery of care. When we started back in 2010, we were still using paper timesheets and three-ring binders in the home. Today, we have digital electronic health records with real-time connection between the caregivers in the home, the agency and the family via mobile phones. Communication is so important when working in the home setting, and mobile phones and mobile capabilities have dramatically changed how care is delivered. Secondly, the severe workforce shortage in recent



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years is challenging us to innovate and come up with new ways to create attractive, stable, higher-wage jobs for caregivers and to engage them in meaningful ways that recognize them in their critical role on the care team. Finally, consumers of senior services in the home are looking for more than just a person to pass the time with their senior loved one. They are actively shopping for quality, consistency, and outcomes more than before.

What positions are you hiring for now and why are they hard to come by? Nurse aides, certified nurse aides and registered nurses are our critical hires we are actively seeking [amid] a severe shortage of health care workers in our state. All health care employers are feeling the pinch.

What other senior care trends are emerging and how do you plan to address them? The greatest challenge for Hawaii's seniors today is gaining access to the care they need. The scarce availability of health care workers, as well as, home and community-based workers, is driving the cost of care to increase in the double digits, making it difficult for families to afford the assistance they desire to age safely in their own home.

Seniors are living much longer, putting a strain on their financial resources and their ability to pay for assistance in their home. We are addressing the need for offering lower-cost services at home through our Vivia model so seniors can stretch their resources for as long as they can stay at home. A positive trend is the movement toward greater coverage of home care services as a covered benefit by insurance and other government programs, which can greatly help many more seniors obtain care in their own homes. As a business, we are evolving our systems to be responsive to such third-party payers.