



Hawai‘i exports kūpuna care to the continent

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HONOLULU (KHON2) — Vivia Cares is a company based in Honolulu that is expanding its innovative home care services to Olympia, Washington.

The company’s innovative care model helps kūpuna maintain their independence and live safely in their own homes.

Since 2019, Vivia has been providing affordable, flexible home care services to kūpuna in Hawaii; and this expansion is in response to the growing demand for reliable in-home care on the West Coast, said a spokesperson for Vivia.

“Our team is thrilled to bring our innovative home care services to the residents of Olympia,” said Dew-Anne Langcaon, Chief Executive Officer of Vivia Cares, Inc. “Expanding into this new region enables us to assist more families and uphold our dedication to consistent, reliable and affordable care in their own homes for those seeking to age in place.”

The Vivia model stands out by offering more flexibility than traditional home care services. Families can choose the frequency of visits; and caregivers, known as Vivia Assistants, provide a range of services such as medication reminders, daily check-ins and assistance with personal care tasks like bathing.

A spokesperson for Vivia said that unlike other home care models, there are no minimum hour requirements,. This allows families to adjust care to fit their specific needs.

Vivia also uses a mobile app that enables easy communication and tracks tasks as a means of keeping families informed about the care being provided.

In addition to offering flexible care, Vivia's model addresses the shortage of home caregivers by providing better pay, guaranteed hours and transportation through company-provided cars.

This approach is designed to attract and retain qualified caregivers and to ensure that kūpuna receive consistent, high-quality care in their homes.

According to a spokesperson for Vivia, Washington's kūpuna population continuing to grow, the demand for in-home care is expected to increase.

Vivia's expansion into the state aims to meet this need by providing accessible, personalized care.

"Vivia's innovative approach not only enhances the experience for seniors but also revolutionizes the role of caregivers. By providing higher wages, guaranteed hours, and company cars for transportation, the model attracts top talent, ensuring services are more accessible to a greater number of seniors," added Langcaon.

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The company's model also supports caregivers with stable employment and benefits which helps ensure that both kūpuna and caregivers have reliable, meaningful experiences in the home care system.

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