

VIVIA CARES

MEET HAWAII'S SMALL BUSINESSES AND NONPROFITS



VIVIA CARES

CREATING A NEW MODEL OF CARE

Q&A

Dew-Anne Langaon, CEO of Vivia Cares Inc., envisions a future where scheduling a nurse's aide visit can be done with a mobile app and is easy as making a dinner reservation. That future is not that far off, if she has anything to do about it.

With Vivia Cares, Langaon has brought much-needed technological and business innovation to an industry in need of it and at a time when Hawaii's population is graying.

The company's "Vivia model" for home-based care has proven a hit with

customers and the differentiator they needed to make strategic expansions, including with the launch this year of services in Olympia, Washington. The model upends the traditional home-based care approach, allowing customers to purchase only the amount of time they need.

Some 25 Vivia caregivers, conversely, are full-time employees with vehicles.

Langaon said the type of help seniors want at home varies widely: Some are looking for a 30-minute visit to get some help with showering or to make sure they've taken their medication. Others need help getting to a doctor's appointment or shopping.

Under a traditional model, given scheduling and staffing needs, homecare organizations require families to purchase a minimum time block with a nurse's aide. That means services for caregivers can be cost prohibitive for those paying out of pocket.

Aides are also frustrated with that traditional model, Langaon said, because their schedules fluctuate wildly. Industry-wide, turnover rates are astronomically high. But the Vivia model has brought those rates down, Langaon said, while boosting job satisfaction.

Langaon said the company launched its model in 2019, after struggling with staffing challenges and a growing waitlist. At the same time, Vivia Cares worked to develop software to streamline how homecare is tracked. That software is now being used by more than 75 clients in 26 states, and work is underway to broaden its applicability and use.

And don't forget about that mobile app.

It's on Langaon's "to do" list, and she has a track record of getting things done.

Presenting sponsor:



ABOUT VIVIA CARES INC.

Dew-Anne Langaon, CEO

Address: 820 Mililani St., Suite 711, Honolulu, HI 96813

Phone: 808-457-1655

Website: viviacares.com

**How did you get into the homecare business?** I'm actually an accountant. I worked with Deloitte and then moved to Kapiolani Medical Center for Women & Children as the director of budget and finance. I stayed for almost 15 years and saw a lot of change in health care and the digitization of healthcare. I started Vivia Cares [as Hookele Home Care] with my business partner, Bonnie Castonguay, 20 years ago.

**What is the next big innovation for your industry?** Home care has to evolve from this manual hands-on industry. We do have to use technology, not to do the caregiving but anything we can do to support the human so the human can spend most of their time caring versus documenting.

**How has the Vivia model changed your business?** Hawaii is the fastest-growing aging population in the country. But we also have a shrinking workforce – we're losing people in the workforce age. We started with one caregiver on the Vivia model. Now, we're up to 25 caregivers on Oahu and five on Maui. It's organically grown and now we're providing a service and selling it the way people wanted.

**What are the unique challenges of operating a business in Hawaii?** There are a lot of more hoops to jump through in Hawaii. And I would say ... the tolerance for innovation and disruptive change is higher on the Mainland.

**Why are you so passionate about your mission?** Our industry is a human industry, and the spirit of aloha is very important. Aloha is much more than being nice – it's generosity, it's a sense of community, and we're all in together.

– Mary Vorsino



BUSINESS INTERNET

Starting at \$40

Per month for one year when bundled with Voice and Mobile. Auto Pay required.

Level up your Internet Speed to get a

Three-Year Price Guarantee

CALL 808-582-6288

A monthly \$5 Payment Processing Charge will be applied to customer accounts not enrolled in Auto Pay. Qualifying services must be ordered on the same day. Offer excludes Midsize & Enterprise businesses. Visit spectrum.com/business for detail. Restrictions apply. ©2025 Charter Communications, all rights reserved.