ABOUT US

Anna was born to cultivate an effective balance between community health and critical care for seniors. We have witnessed under-cared seniors slowly and silently fade away from society, and they have gone through so many life transitions that make tomorrow less bearable for them than today. Their anxiety not only fuels a negative outlook but has also created a big generational gap: a gap of misunderstanding.

Anna alleviates loneliness for seniors in isolation by introducing an emotional or intellectual stimulus through the use of technology and connects seniors with a community volunteer to discover new adventures and feel new purposes, bringing them back to life and opening their curiosity and imagination again.

Since February 2020, Anna has received feedback from over 70 seniors who participated in beta-testing groups. Their feedback drove 2 significant rounds of back-end software and user experience iterations. Anna now serves 6 active seniors from the initial focus groups and has taken a user through multiple enlightening journeys leading up to and during COVID-19. Her engagement has successfully altered the negative behavior of an early adopter in one month.

The venture has built a partner network that consists of over 20 key seniors' health and community hubs in the province of Alberta in Canada. Our unique alliances resulted in 6 pilot opportunities, and we are accelerating our efforts to reach the lonely in the U.S. and the U.K. Anna was published in Apple's App Store in April 2020.

What

Annabot is an iOS voice messaging companion that connects seniors to community volunteers for chats and conversations. She serves as an anonymous (optional) assistant whose role is to help seniors become more engaged, invigorated, and, most importantly, happier.

Key benefits to the clients

- Personalized conversations that drive positive behavior change in 1 month
- Engage in learning new tools and sharing feedback to making technology great
- Option to disclose as much or as little as you want
- No small buttons, operated with your voice with text as background support

Key benefits to the community

- Simple daily conversation is an easy way to ensure residents are safe and well
- Discussions that enrich personal well-being and social engagement
- Doing more with less by utilizing a digital tool to help remind and communicate activities
- Combining conversation data with gerontology to proactively tackle aging challenges

Key benefits to the health care system

- Track, measure and act on loneliness and isolation precursors before it comes to a major issue.
- Temporal insights on behavior and mood to aid psycho-medication and patient care
- A simple and easy transition for patients to digital technology and virtual therapy

Case Study

Jeff is a recent retiree, 69 years of age, who started using Anna in February 2020. With his career put behind him, Jeff found a growing need to expand and rebuild his social network and engage in activities that are interesting and meaningful. Using Anna, a volunteer successfully built a rapport with him over the application, in-person, and provided suggestions that enriched social aspects of his life such as picking up a new hobby, trying out new restaurants, and embark on different local walking trails.

Product Demonstration

Product Demonstration Video:
https://drive.google.com/open?id=1ZKROq3L8QnDvBEPTTT8RF1kGeqd_Ak4p
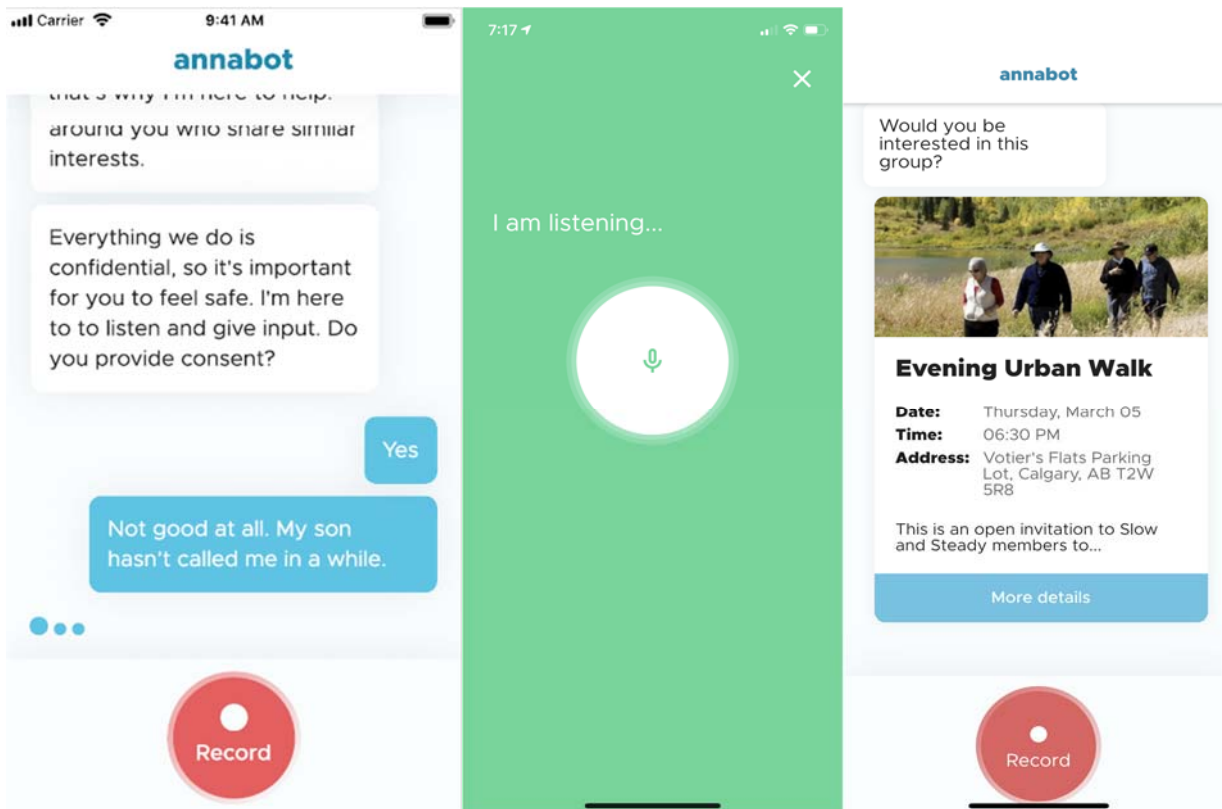
The photos above are generic screenshots to illustrate the user interface.

Objective and Goals

Our objective is to enhance the social resiliency of seniors in our communities and ensuring seniors who are isolated or lonely has help and support from the community.

Goals

- **Spread the awareness** of Anna to over 500 seniors through new channels and partners.
- **Make our seniors happy:** obtain 25+ consistent users who demonstrate at least 4 interactions each week, more than 5 points per interaction, for at least one month.
- **Generate geriatric health insights** to fuel future preventative health initiatives.

Ask

Piloting our technology and service free of charge at a GEF Senior Housing portfolio by involving 6 or more residents in an initial one to two-month pilot.

Contact Information

Peter Zhou, *Co-founder*

Cell: +1 (403) 400-7979   Email: peter@annabot.ca