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Innovating Social Impact Technology to Fight Poverty in Santa Clara County

SAN JOSE, CA–November 14, 2017–Catholic Charities of Santa Clara County is turning to technology to create innovative products that can solve the difficult challenges of poverty in its community. The nonprofit social service and social justice agency partnered with SeniorGrowth, a data technology startup, to successfully co-develop and pilot an innovative new client service and program evaluation application, MyWellBeing (MWB). The application has already proven to have a positive impact on clients' lives.

After a successful pilot of MWB, Catholic Charities received an Exemplary Program Award from Santa Clara County's Behavioral Health Services Division for achieving 100% client engagement in its Golden Gateway Senior Services Program.

"It is an honor to work with Catholic Charities of Santa Clara County and build innovative products like MyWellBeing that can help solve their most difficult challenges in their community, and make a lasting impact in each of their client's lives," said Felipe de la Fuente, CEO and Founder of SeniorGrowth.

Serving over 38,000 community members of all backgrounds, Catholic Charities works with individuals and families who are struggling to make ends meet, trying to find their way out of poverty.

One in five people in Santa Clara County live in poverty. To improve the lives of struggling families, Catholic Charities needs accessible, user-friendly tools that stretch its resources, engage clients, and allow it to easily track progress in lifting clients out of poverty. Innovative technology like the MWB application can help improve the capacity of nonprofit organizations to address poverty and measure their social impact.

The MWB application runs on SeniorGrowth's cloud-based care platform. It allows any case manager or caregiver to assess an individual's quality of life and self-sufficiency level via a mobile device like a tablet or smartphone. After an assessment is completed, SeniorGrowth's proprietary algorithm analyzes the results and creates a well-being profile with goals to track progress, assisting with both care planning and easily aggregating outcomes data among thousands of clients for program reports.

Catholic Charities piloted the MWB service in its Golden Gateway Program, which serves physically, linguistically, or culturally isolated older adults with undiagnosed depression or mental health problems. Eighty-six (86) individuals in the program were evaluated. Case managers worked one-on-one with each client to create a personal care plan. Each case manager was able to monitor and track their clients' progress and conduct a mid-term assessment over the next six months. The results from all 86 individuals was outstanding! Every single individual showed improvement in multiple domains, including housing, health care access, safety, mental health, and food security. The program as a whole achieved 100% client engagement for the first time.

"At Catholic Charities we are in the heart of Silicon Valley, and we are constantly scanning technology innovations to see how we can adapt them to serve our community," said Jackie Copeland-Carson, Chief Operations Officer at Catholic Charities of Santa Clara County. "MWB is a powerful and transformative tool for people of all backgrounds trying to create a better future. Its potential impact for all our clients and the broader community is exciting."

Inspired by the success of the MWB pilot, Catholic Charities plans to roll out the new service to the rest of their 34 programs serving over 38,000 clients each year. The agency is in discussions with other regional and national Catholic Charities agencies to replicate the solution and amplify the impact.

About Catholic Charities of Santa Clara County
Catholic Charities of Santa Clara County has worked to strengthen families and build economic self-reliance for the poor and vulnerable in the county for 62 years. Each year, more than 500 employees and 1,000 volunteers serve more than 38,000 individuals of all cultures and beliefs through 34 programs. Program areas include behavioral health, youth and family services, economic development, employment, housing, immigration legal services, in-home and long-term care, older adult services, refugee resettlement, refugee foster care, and more. Catholic Charities is working to reduce poverty with social change goals that target the alleviation, prevention, and reduction of poverty in our communities.

The MWB application is part of Catholic Charities' Social Impact Technology Initiative, designed to innovate cutting edge tech solutions to our region's most complex social challenges.

To learn more about Catholic Charities of Santa Clara County, please visit www.catholiccharitiesscc.org.

About SeniorGrowth
SeniorGrowth is a global data-analytics technology company dedicated to improving the quality of life for elderly and vulnerable individuals. Founded in 2015, SeniorGrowth develops customizable products to empower caregivers and case managers to evaluate, analyze, and provide the best possible care for their clients using years of research and data intelligence. SeniorGrowth's data-driven care platform enables care

providers to personalize their services, track their client's progress and measure their impact in order to improve the outcomes for all their clients. SeniorGrowth's innovative products powers care service providers around the world, including the United States, Europe, and Asia.

To learn more about SeniorGrowth, please visit www.seniorgrowth.com.

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Available for Interview

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