



Kupuna Care Pair

Helping families to sail above the silver tsunami

User Guide for Social Workers



Welcome to Kupuna Care Pair!

Thank you for your interest in our online community of care facilities! It's my goal that the marketplace will help you to find vacancies and transfer clients more efficiently and effectively than referral agencies.

Finding placement with a website is not a new idea. Many have tried but failed, because they wanted to control the flow of information & communication in order to protect their commissions. Something always felt incomplete or hidden.

We are different. Kupuna Care Pair returns control back to users so they can communicate directly. And the fees that we charge to the facilities are a reasonable fraction of the referral agencies' prices, so care providers actually want to use our website.

Special thanks to Wannette Gaylord, John McDermott, Sultan Ventures & XLR8HI, Stephanie Hsu, Alita Charron, Helen Nakano, Norine Wong, Sudokrew, and the countless care facilities, social workers, and families who have influenced and supported our development.

We launched the marketplace in December 2021 and facilities are coming aboard. We are continuously working to improve the marketplace, so if there's any problems or features that you wish to see, please get in touch!



Todd Pang

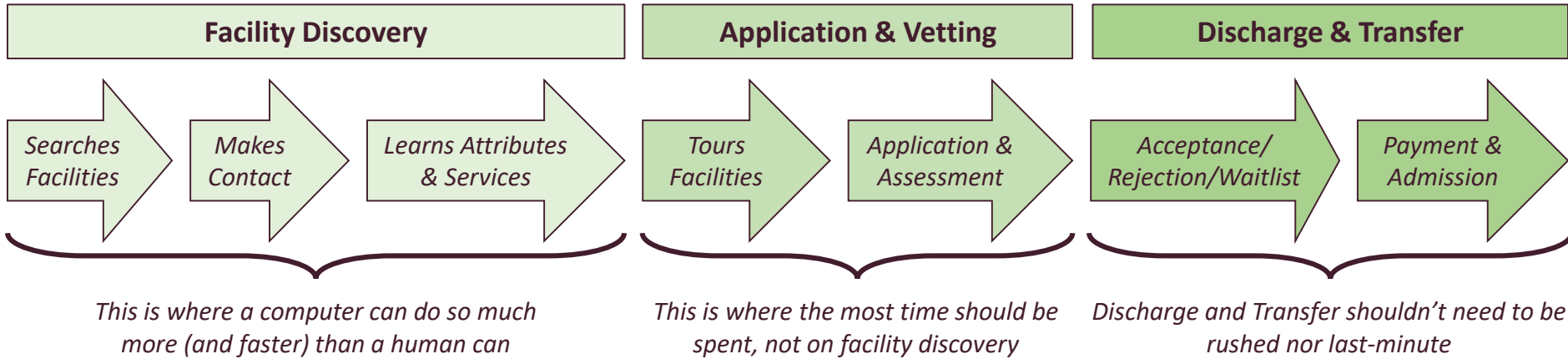
Founder, Kupuna Care Pair
President, Caring Manoa

Kupuna Care Pair User Guide for Social Workers

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How Kupuna Care Pair Helps You Transfer Faster

Looking at a Client's Typical Journey



Current Process

- You have to blindly call all facilities
- Discovery is inefficient, repeated on every call
- Feels rushed & overwhelming at every step



With Kupuna Care Pair

- Phone calls only to appropriate facilities
- Real-time vacancy info & criteria-based search
- Time spent on most-important steps



Even existing referral agencies suffer the same inefficiencies to discover basic information. Kupuna Care Pair empowers them and everyone else with more-accessible information.

Great Timesaver for You, Great Value for Facilities



	Kupuna Care Pair	CareSift FOR SENIORS FOUNDED IN HAWAII	Kupuna CARE CONNECTION	Elite CareFinders	Always Best Care senior services
Fee charged to facilities (% of 1 st month rent)	10%	50%	33%	50%	40%
Hand-holds families during search	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provides appropriate referrals	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Enables search by vacancy & other criteria	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourages direct contact with facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enables fast connections for timed save	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Referrals broadcasted directly to facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

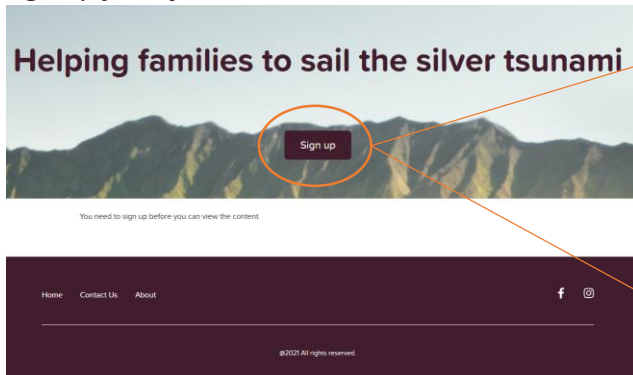
Kupuna Care Pair opens the flow of information so you can find out vacancy status, compare facility information, and easily connect, all with a click of a button.

Getting Started on the Marketplace

Creating a Basic User Account

To access the Marketplace you must create a basic account

Step 1: go to <https://marketplace.kupunacarepair.com> and sign up for a free account.



Please create a free account to access the Kupuna Care Pair marketplace. Mahalo!

Email address

First name

Last name

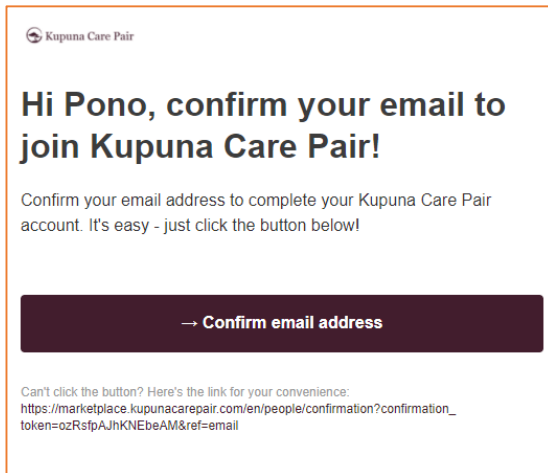
Password

Confirm password

I accept the Terms of use and Privacy policy

I agree to receive occasional emails from the Kupuna Care Pair team and understand that I can change my mind at any time

Step 2: enter your information, create a password, and agree to the terms & privacy policy, then create account.



Step 3: check your email for a message to confirm your address.

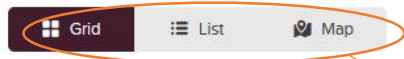
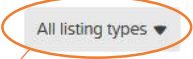
Once you confirm your email address, you will be redirected to the marketplace listings page.

Navigating the Listings Menu



Search Bar
Search by name, other criteria, or location

All Listings
Return to the main listings page



View
You can view listings in a grid, list, or map

ALL CATEGORIES
SEEKING CARE
- ADULT DAY CARE/DAY HEALTH
- INDEPENDENT LIVING
- ASSISTED LIVING
- CARE HOMES
- FOSTER FAMILY HOMES
- NURSING FACILITIES

Price
Min: 0 Max: 11000

Year Established
Min: 1970 Max: 2022

Care Need Timeframe
 Immediate Need
 Days to Weeks
 Weeks to Months
 Future

Duration of Services
 Short-term respite
 Long-term with hospice
 Hospice only
 Long-term without hospice

Fully COVID-19 Vaccinated
 Yes
 No

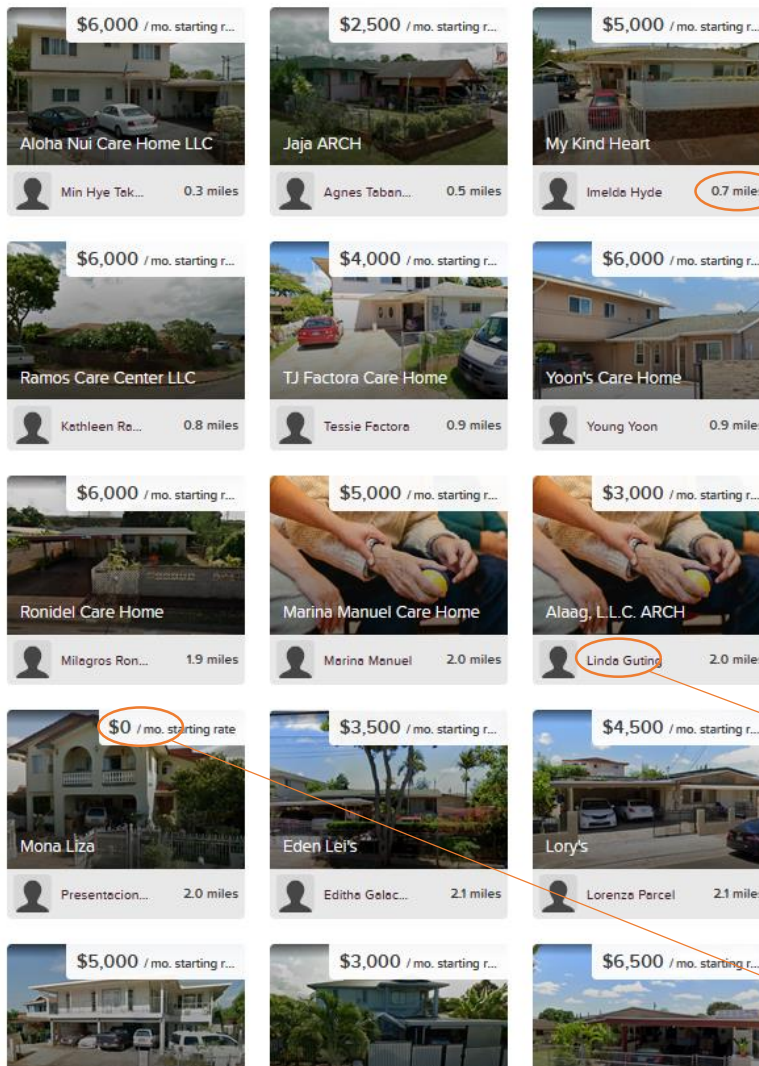
Licensed capacity
Min: 1 Max: 30

Bed Availability
 Availability Now
 No Vacancy

Physical Amenities
 Private bedrooms
 Shared bedrooms

Listing Type
Filter by Seeking Care or Providing Care

Filter Bar
To reset the filters, unclick everything, or click on 'All Listings' above.



Distance from Location
Shows proximity to location searched for (Pearl City in this example)

Account Owner
Representatives can choose to put their own name, or their facility name

Monthly Starting Rate
Some facilities don't yet feel comfortable openly sharing their base rates, so for now their listings show "\$0" per month.

Exploring Listings In-Depth

Aloha Care Home



\$5,000 per mo. starting rate

Calculate price total months

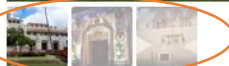
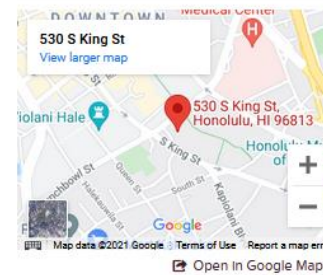
Contact the Owner



Jane Doe

Contact

Contact the facility owner/representative directly



Photos uploaded by facility

We are the best care home in all of Hawaii!

Year Established: 2022

Licensed capacity: 5

License Number: 2021-C

Bed Availability: Availability Now

Duration of Services:

- ✓ Short-term respite Hospice only Long-term without hospice
- ✓ Long-term with hospice

Physical Amenities:

- ✓ Private bedrooms
- ✓ Shared bedrooms
- Private Bathrooms
- ✓ Shared bathrooms
- ✓ Bed included
- ✓ Other furniture included
- Allows outside furniture
- Bedrooms: Ocean View
- Bedrooms: Mountain
- ✓ A/C in common areas
- A/C in bedrooms
- ✓ Cable TV in common areas
- ✓ Cable TV in bedrooms
- Private phone line for residents
- ✓ Internet/WiFi
- ✓ Facility cats/dogs/pets
- ✓ Outdoor/open air recreation area
- ✓ Yard/Garden
- Security cameras on property
- Monitoring cameras allowed in bedrooms
- Secure facility for elopement risk

Information self-reported by facility but verified by marketplace users

Typical Transaction Flow

How to find care for your clients using the marketplace

Search facilities, filter by criteria

A screenshot of a search interface for care facilities. On the left, there are filters for 'ALL CATEGORIES' (Adult Day Care/Day Health, Independent Living, Assisted Living, Care Homes, Foster Family Homes, Nursing Facilities), 'Price' (Min: 0, Max: 1000), 'Year Established' (Min: 1970, Max: 2022), 'Licensed capacity' (Min: 1, Max: 30), 'Bed Availability' (Availability Now, No Vacancy), and 'Duration of Services'. The main area shows a grid of facility cards with photos and prices, such as 'Aloha Care Home' for \$5,000/month and 'Felarca Care Home, LLC' for \$4,500/month.

Read about each facility

A screenshot of a facility detail page for 'Aloha Care Home'. It features a large photo of the building, a price of '\$5,000 per month', and a 'Send message' button. Below the photo, there is a list of services and amenities, including 'Sleep alarm response', 'Long-term care response', 'Private bedrooms', 'Shared bathrooms', 'Bed included', 'A/C in common areas', 'Cable TV in common areas', 'Cable TV in bedrooms', 'Outdoors/patio or recreation area', 'Pet-friendly', and 'Security cameras on premises'. A map shows the location in Honolulu, HI.

Send messages to schedule tours

A screenshot of a messaging interface for 'Aloha Care Home'. It shows the facility name, a 'Details' section with 'Price per month: \$5,000' and 'Price: \$5,000', and a 'Send message to Jane Doe' button. Below the button is a text input field containing 'Hi Aloha Care Home, I want to move my mother to your home!' and a 'Send message' button.

Send family to see facilities (off marketplace)



Family applies & referral gets assessed (off marketplace)



Family signs, proceed to discharge (off marketplace)



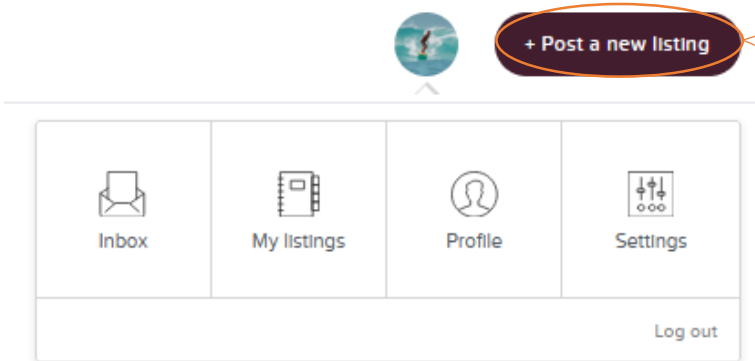
Once your client successfully transfers, we will invoice the facility

Creating a 'Seeking Care' Listing (entirely optional)

Create Your Client's Listing

Each listing will represent one of your clients. Facilities will be able to search the marketplace for people seeking care.

Step 1: at the top right corner, click on "Post a new listing" to start to create your client's listing. You can also hover the mouse over your initials to see the menu bar.



Select category

- SEEKING CARE
- Adult Day Care/Day Health
- Independent Living
- Assisted Living
- Care Homes
- Foster Family Homes
- Nursing Facilities

Step 2: select "SEEKING CARE" and then the form will appear.

Fill out as much information as possible. You can always edit your listing as information changes

Listing title*

Manoa Grandma in Need

Price

4500.00

\$ per Monthly Budget

Detailed description

i You can format your description using Markdown. If your description contains YouTube links, the videos will be shown below the description.

87 y/o female, Parkinson's, CHF, unsteady gait, dysphagia with minced diet, 90lbs, early-stage dementia oriented 2x.

Care Need Timeframe*

- Immediate Need Weeks to Months
 Days to Weeks Future

Duration of Services*

- Short-term respite Hospice only
 Long-term with hospice Long-term without hospice

Current Living/Care Arrangement*

Home with son

Fully COVID-19 Vaccinated*

- Yes No

Required Language

English

Payment Type*

- Out of pocket Medicaid
 LTC Insurance VA
 Medicare SSI

Complete a separate listing for each client (**exclude any personally identifying information**):

- **Listing title:** - Please add few descriptive words (think newspaper classified ads)
- **Price:** - Your client's monthly budget for the next 2-4 years. If you do not know, put "\$0"
- **Description:** - Describe details about your client. Include relevant diagnoses (keep in mind some residential facilities are unfamiliar with acronyms)
- **Timeframe:** - Select all that apply
- **Duration:** - Check all that apply
- **Current Care:** - List type/name of place your client resides/receives care (ie "home" or "Aloha SNF")
- **Language:** - List the language that your client requires for (optional)
- **Payment type:** - Select all that apply
- **Location:** - Your client's neighborhood of residence, or location of current care facility (optional)
- **Images:** - Optional

Once you finish, click "Submit for review."

If there's other categories that you think we should include about your clients, please let us know!

After you submit the form, you will be redirected to your listing's page

Manoa Grandma in Need

✓ Listing created successfully. Create another listing.

87 y/o female, Parkinson's, CHF, unsteady gait, self-feeding, dysphagia, minced diet, 90lbs, early-stage dementia oriented 2x.

Care Need Timeframe:

✓ Immediate Need Weeks to Months Future
Days to Weeks

Duration of Services:

Short-term respite Hospice only ✓ Long-term without hospice
✓ Long-term with hospice

Current Living/Care Arrangement: Home with son

Fully COVID-19 Vaccinated:

✓ Yes No

Required Language: English

Payment Type:

✓ Out of pocket Medicare VA
LTC Insurance Medicaid SSI

Last Update: Dec 1, 2021

\$4,500 per Monthly Budget

🔒 Listing is pending approval

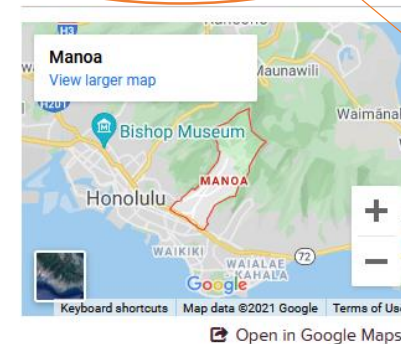
✎ Edit listing

🔒 Close listing

🗑 Delete listing



Best Aloha SNF



Your listing must first be approved before it appears on the marketplace

You can always edit your listing as needed

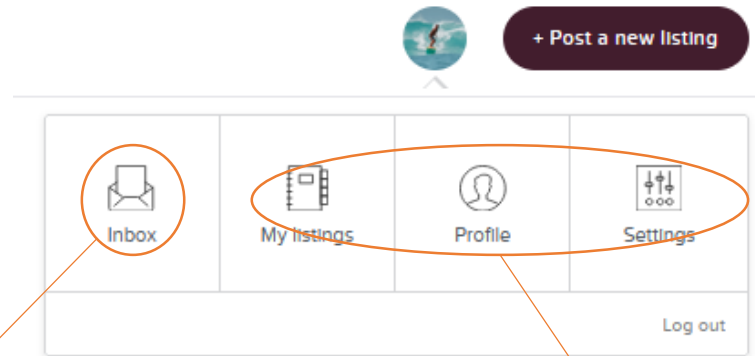
Close once you find placement

You can add your own profile picture and choose to be referred to by name or by company.

At this point you can create additional listings for multiple clients.

Account Menu Bar

Change your settings and communicate with facilities directly



See all ongoing & past conversations to facilities

Settings - Listings

Profile info

Listings →

Transactions

Account

Notifications

Payments

Listings

Search for a listing title

All statuses ▼

Search

Show all

Displaying 1 listing

Title	Created	Updated	Category	Status
Manoa Grandma in Need	Dec 6, 2021 at 09:28	Dec 6, 2021 at 09:28	SEEKING CARE	Pending

View your client listing(s) and the posting status; change your settings

Once we approve your listings, facilities can begin to contact you about those referrals. You will be notified by email to your account address, and you can message back and forth with facilities.

Get started today!

Still have questions? Get in touch!

We look forward to seeing you at the marketplace!



Todd Pang

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President, Caring Manoa

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