



GWAAR Wisconsin Caregiver Coordinator Meeting- Trualta updates July 2025

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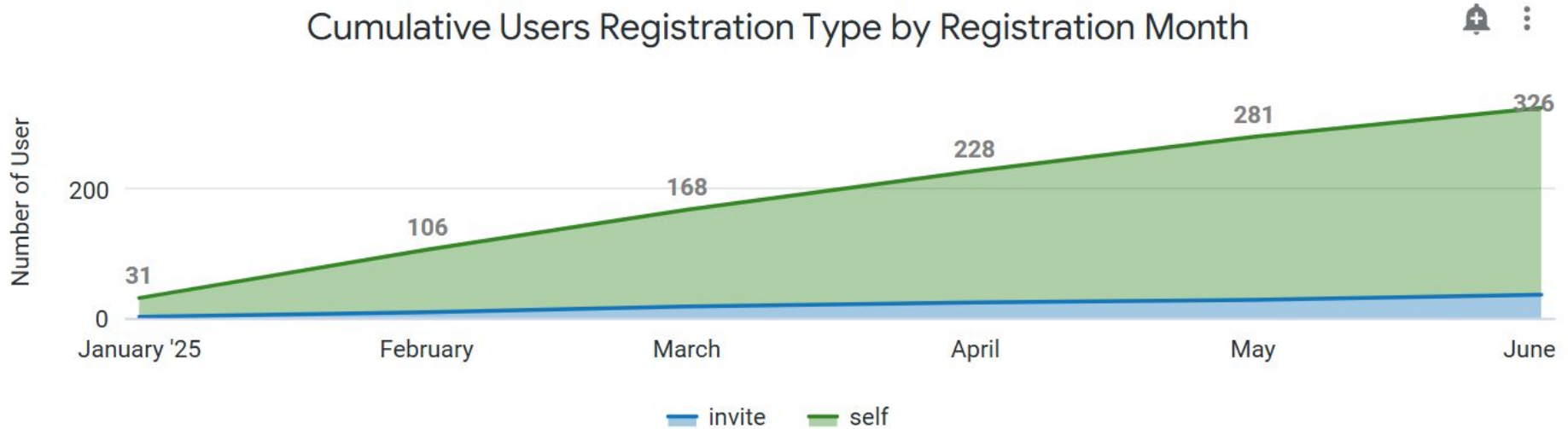


GWAAR/State of Wisconsin Caregiver Quotes...

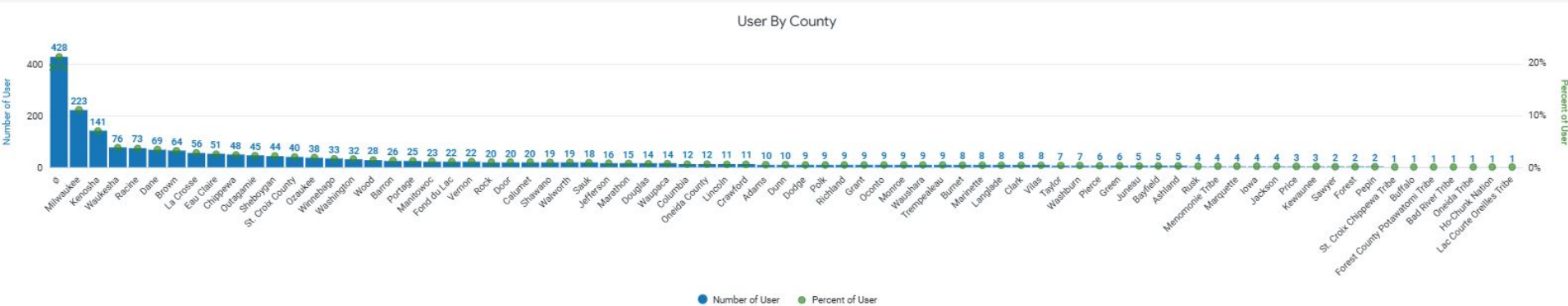
Webinar: Overcoming Caregiver Guilt: *“This webinar gave me tools to sort through my emotions and work towards a constructive approach towards being a caregiver for my dad. thank you. I feel so much lighter”*
~ wisconsin user 2264

Anonymous Talk: Mental Health & Caregiving: *“I feel very seen and in a quiet community of others who are caregiving and living shared experiences. I really like the format of using the chat to share comments, thoughts, etc, as my elderly aunt is in another room and would have heard me if I had been speaking. No suggestions to change or improve at this time.”* ~
wisconsin user 2361

Caregiver Enrollment ~ January-June 2025



Top Users by County ~ Since Inception



Top Caregiver Users:
Milwaukee 233
Kenosha 141
Waukesha 76
Racine 73
Dane 69

Top County Caregiver Invites:
Sheboygan County- 227
Kenosha County - 96
Vernon County - 84
Brown County - 82
Winnebago County - 58

Caregiver Activity Count and Time Spent in the Portal

Q1: January 1 - March 31

12,420 total minutes

759

of content views

113

of toolkit views

8,089

Total Content View Seat Time in Minute

4,331

Total Online Event Seat Time in Minute

Q2: April 1 - June 30

9,891 total minutes

648

of content views

141

of toolkit views

5,809

Total Content View Seat Time in Minute

4,082

Total Online Event Seat Time in Minute

Since Program Inception

129,775 total minutes

16,134

of content views

3,119

of toolkit views

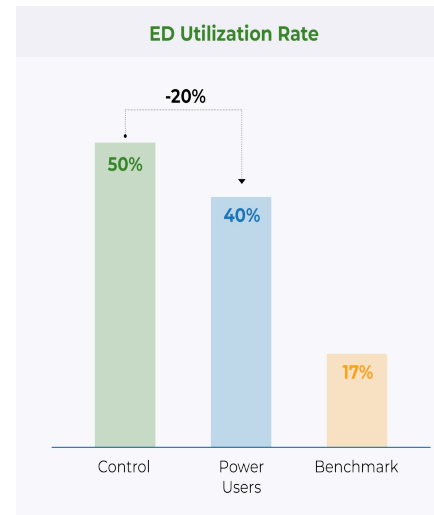
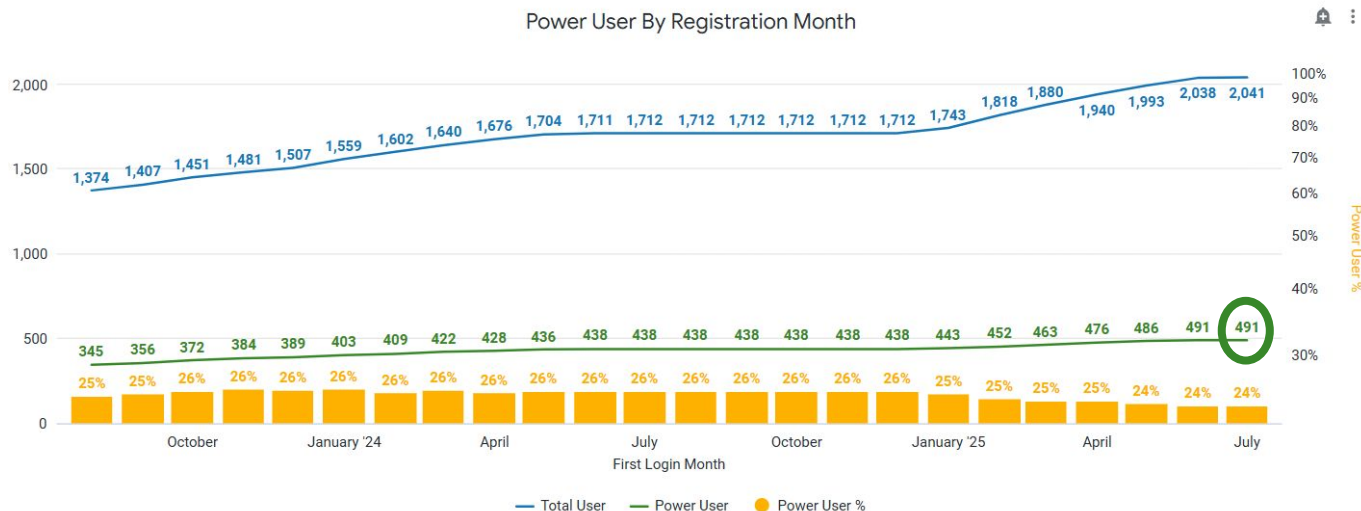
116,688

Total Content View Seat Time in Minute

13,087

Total Online Event Seat Time in Minute

Be an Advocate: Caregiver Resources -Driving Impact (Power Users Data)

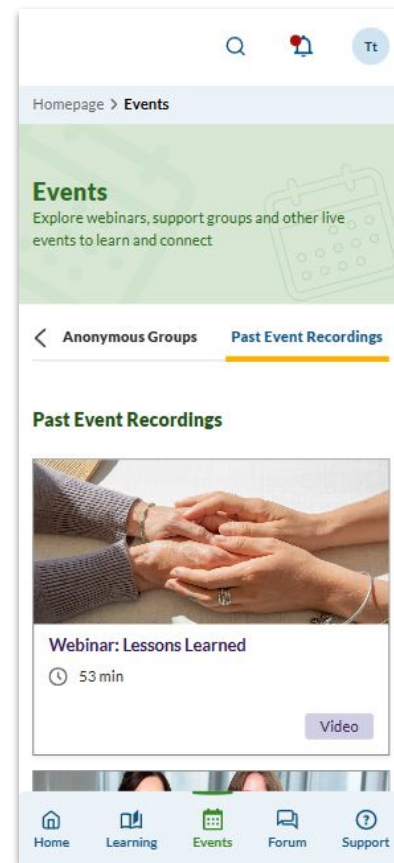
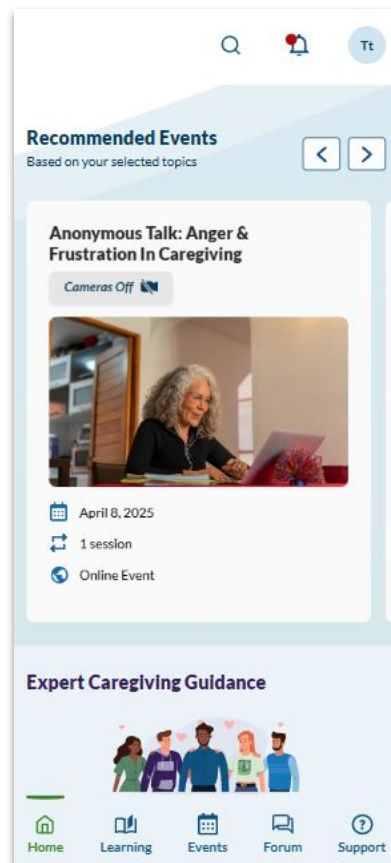
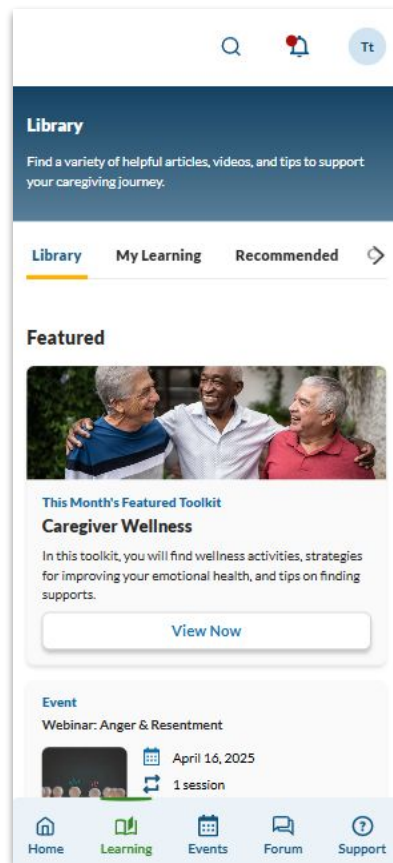
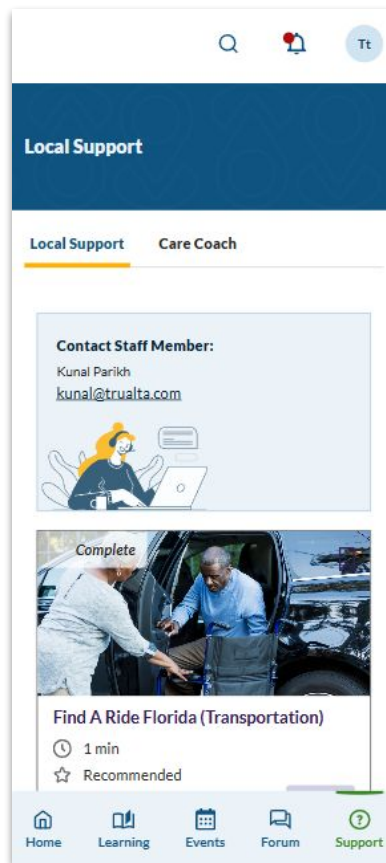


*In a study of 400 Trualta users, “Power Users” (15+ activities in the portal) were 20% less likely to report an unexpected ED visit in the past 12 months, compared to a control group of caregivers who registered for Trualta but didn’t engage as heavily.

***Wisconsin
Caregiver
Estimated cost
avoidance:
\$636,400**

Trualta's Newest Features

Mobile Experience Improvements



Smarter Recommendations

How To Recover From Burnout: A Guide For Caregivers

📖 Article • ⌚ 8 Minutes • 👍 1

Recovery from caregiver burnout is possible. Here are some steps you can take to help reduce stress and prevent burnout from getting worse.

🔖 2 [Save For Later](#) [Download To Print](#)

Recovery from burnout is possible. Below are some steps you can take to help reduce burnout and prevent it from happening in the future.

Step 1: Pause To Ask: What Is Causing The Most Stress?

Being aware of your stressors helps you figure out what to do to start healing burnout. List tasks you do in a day (or week) and determine which ones are the most

Content Recommendations

Our #1 Tip For Preventing Burnout

Article ⌚ 8 Min

Webinar: Healing Caregiver Burnout

Video ⌚ 56 Min

Event Recommendations

Drop-In Caregiver Support Group (B3)

📅 April 2, 2025 - June 18, 2025

🔄 12 sessions

Hearing Or Vision Problems

📖 Article • ⌚ 3 Minutes

If your care recipient can't see or hear you very well, it makes communicating harder. Learn what you can do to help!

🔖 0 [Save For Later](#) [Download To Print](#)

"My care recipient has hearing aids, but he always loses them. I have to repeat what I say a lot. I wonder if it is his hearing or Alzheimer's. Both make it hard to communicate."

Hearing Problems

Hearing loss can range from being unable to hear some sounds to complete deafness. People may think they are confused or uncooperative, when really they

Learning Recommendations

Aging & Hearing Loss

Article ⌚ 10 Min

Communication Tips

Article ⌚ 4 Min

Event Recommendations

Anonymous Talk: Communication In Caregiving

📅 May 16, 2025

- Previously:
Recommendations only on the Home tab
- Now:
Recommendations also showing next to content to assist in continuing the learning journey
- Recommendations evolve as more content is published

Guest Link

The screenshot shows the Trualta Learning interface. At the top is a navigation bar with 'Home', 'Learning' (active), and 'Events'. Below is a 'Back' link. The main content area features an article titled 'Essential Care Checklist' with a sub-header 'Article • 7 Minutes'. The article text states: 'Caregiving can be overwhelming. Use this checklist to learn important considerations and make sure you're covering all your bases!'. Below the text are three buttons: '0' (comment), 'Save For Later', and 'Print'. The 'Share' button is highlighted with a red box. A tooltip is visible over the 'Share' button, stating: 'Give Special Access To This Learning Activity — No Login Needed. This unique link opens: 'Essential Care Checklist' — free and accessible.' At the bottom of the tooltip are 'Copy Link' and 'Email' options. Below the article text, there is a section titled 'Research Their Diagnosis' with the text 'You'll learn important information like:'.

Guest Link allows a registered caregiver to share a single learning module with someone outside the platform—via text, WhatsApp, email, or even social media. This feature:

- 1. Drives organic caregiver referrals**
Caregivers can now **share valuable content** with friends or family who might also benefit. This turns your users into **advocates**—helping grow your caregiver reach.
- 2. Expands awareness of your program**
Every shared module includes a **call-to-action to visit Trualta.com**, directing new users to explore the platform and learn how to get access.
- 3. Promotes value without giving away full access**
Only **one module** is shared at a time, with strict controls to prevent unlimited sharing.

Built-In Safeguards to Maintain Control:

- 5 share limit per user
- 5 views per module share
- 7-day expiry on each link

Cancer Care Toolkit

This structured resource includes **19** engaging learning activities, delivered through a mix of articles, videos, and interactive scenarios across four key areas:

1. Cancer Care Basics

- » What cancer is, how it's diagnosed, and what caregivers can expect
- » Plain-language explanations of complex medical terms
- » Staging and progression information to guide care through every phase
- » Actionable steps to stay organized, build a care team, and plan ahead

2. Treatment & Management

- » Guidance on the caregiver's role and how to show up without "fixing"
- » Caregiving strategies for chemotherapy, surgery, radiation, and more
- » Tips to manage side effects like fatigue, nausea, infections, and anxiety
- » Questions to ask the care team at every stage of treatment

3. Caregiver Emotions

- » Emotional support for caregivers coping with fear, guilt, and burnout
- » Guidance for managing challenging family relationships
- » Interactive scenarios to practice difficult conversations

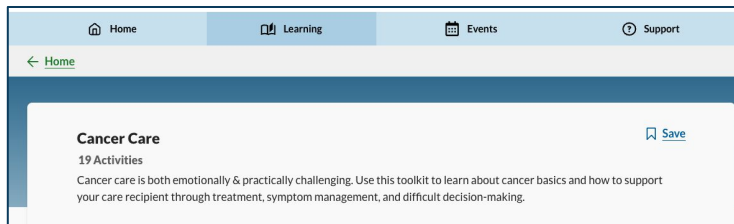
4. Care With Empathy & Respect

- » Tips for respecting autonomy and honoring personal wishes
- » Language swaps and communication do's and don'ts
- » Practical tools for recognizing and managing stress and anxiety together

What Experts Are Saying

"This is such a well-written piece of educational material with exceptionally actionable strategies. The technical medical concepts have great accuracy but readability for health literacy."

— Cancer Subject Matter Expert, Katie O'Shea



New Event Type: Caregiver Classes

Caregiver Classes are 4-week, facilitator-led small group sessions designed for caregivers seeking a guided, practical way to strengthen their caregiving skills in a specific area.

Structure:

- » **Topic-Driven:** Each class centered on a single caregiving theme with a set curriculum.
- » **Expert Facilitation:** A trained facilitator leads each session, offering education, reflection prompts, and support.
- » **Peer Learning:** Participants learn from shared experiences while focusing on skill-building around the specific topic.
- » **Curated Resources:** Each class includes hand-picked articles, videos, and tools that can be used in day-to-day caregiving..

Benefits:

- » Gives caregivers the structure and time they need to absorb, reflect, and apply skills with confidence.
- » Especially effective for caregivers who haven't engaged in support groups or live events due to format or comfort level.
- » Drives repeat platform visits, deeper learning, and more sustained caregiver outcomes over time.

Caregiver Class: Technology For Caregiving (C1)



June 30, 2025 - July 21, 2025

Register



Thank You!

www.trualta.com
m

info@trualta.com
1-800-214-5085

Sue Murawsky
Relationship Manager

sue@trualta.com