



Nation Strategy to Support Wisconsin's Family Caregivers September 2025

Caregiver Support Platform



Online learning & support platform for caregivers



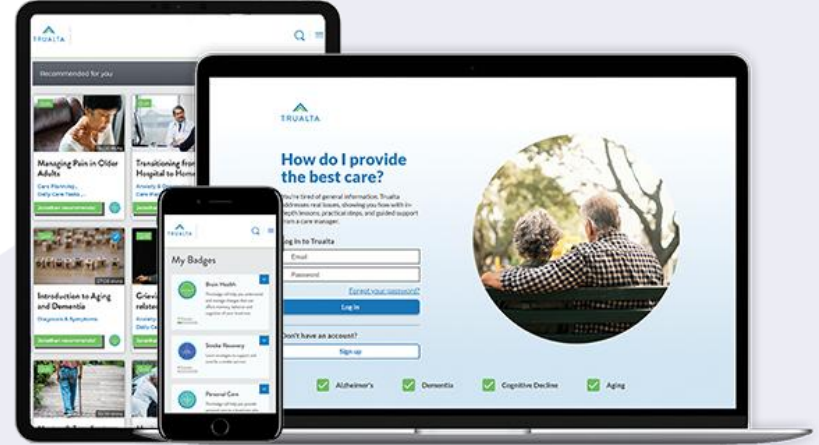
Training, resources, live events, community, & connection



Multi-model formats: read, listen, view, print



No Cost to Caregivers



wisconsincaregiver.trualta.co

Trualta: The compass to caregiver resources

 Learning

 Events

 Forum

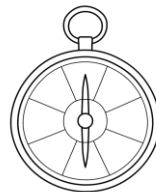
The Learning Library

Browse a wide range of caregiver-focused topics, short lessons, how-tos, and expert guidance available anytime.

Learning Topics

Essential caregiving topics designed to help you feel more informed and prepared. Covering everything from hands-on care to emotional well-being.

- Heart Health
- Kidney Disease
- Lung Health
- Diabetes
- Mental Illness
- Medications
- Dementia & Alzheimer's
- General Caregiving
- Caring For Older Adults
- Caregiver Wellness
- Intellectual & Developmental Disabilities
- Mobility Falls
- Parkinsons
- Stroke
- End of Life Care
- Caring for Kids
- Lung Health



 Learning

 Events

 Forum

Learning Formats



Video, Audio, & Articles

Watch, listen, or read - learn in the way that works best for you



Lessons & Toolkits

Choose from individual lessons or follow a structured learning path focused on key caregiving topics.



Scenarios & Resources

Interactive scenarios to help you prepare, plus local resources to connect you with support nearby.

What are 'Events'?

Connect with caregivers who understand, from the comfort of home. Whether you're looking for new ideas or just a space to share, our online events bring people together in meaningful ways.



Support Groups

A welcoming online space where caregivers connect, share, and learn in real-time with the support of experienced hosts



Webinars

Expert insights on the topics that matter to caregivers, with real-time chat for connection and shared experiences.



Anonymous Groups

A popular chat-only support group for caregivers. No mic, no camera - just a safe space led by experienced hosts.



Articles



Video



Resource



Checklist

 Learning

 Events

 Forum

Connect with Other Caregivers Like You

A space for real conversations, shared experiences, and support from those who understand.



Connect

Join real conversations, build relationships, and find support from caregivers who understand.



Share

Share your story, ask questions, and offer encouragement. Your voice makes a difference.



React

A simple way to show support. Acknowledge experiences and remind others they're not alone.

Check Out Some Popular Posts

See what caregivers are sharing inside the forum. All posts are anonymous, creating a safe space for open conversations.



Caregiver29359

Frustrated at times

Just wondering if anyone has experienced their loved one refusing to take the medications? I put it in a small medicine cup and leave it on the counter with water. Sometimes he refuses to take them. When I remind him to take them sometimes he gets grumpy and tells me to quit nagging him. Any advice?

106 views

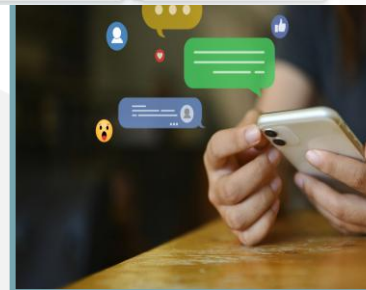


Caregiver29359

Replying to "Caregiver29359":

Yes! My mother will be upset when I don't lay her pills out ahead of time but when I give them to her day by day she does not take them. I have to stand there to make her take her medicine. That's when she gets mad and yell at me for treating her like a child. She gets really angry.

3



Objective 1.1 - Increase Caregiver Outreach & Identification

Goal: Agencies to create and use a Centralized Account

Purpose: Streamline access and reduce administrative burdens

28 Counties have accomplished setting up Centralized Accounts

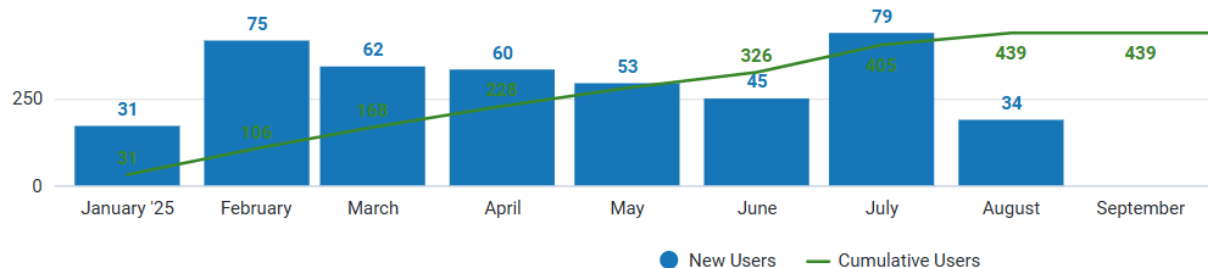
Goal: Help Identify Caregivers and introduce them to Trualta

Purpose: Increase Enrollment

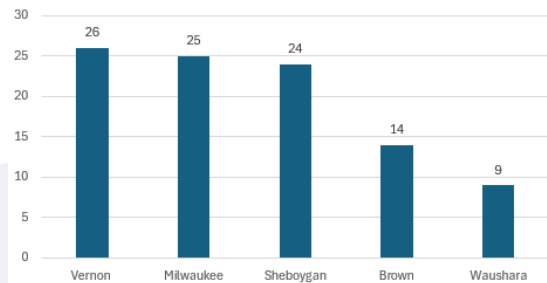
Accomplishments January 1 to date: 439 number of registered caregivers; 136 Caregiver staff invites

Number of Users by Registration Month:

Cumulative Users



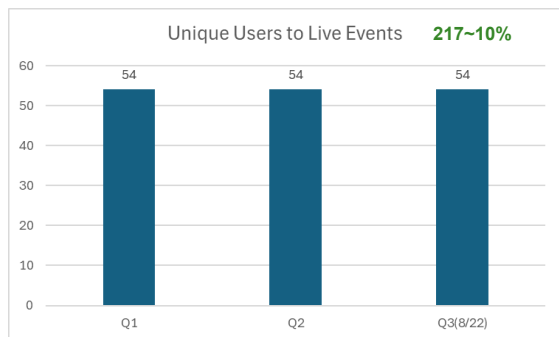
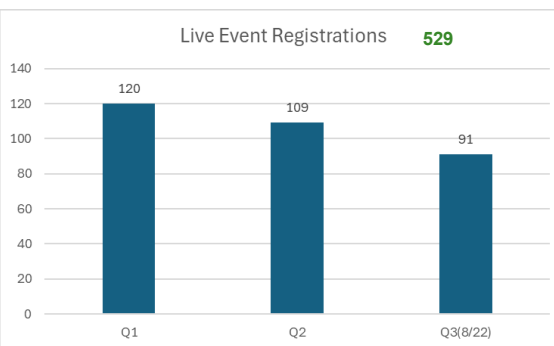
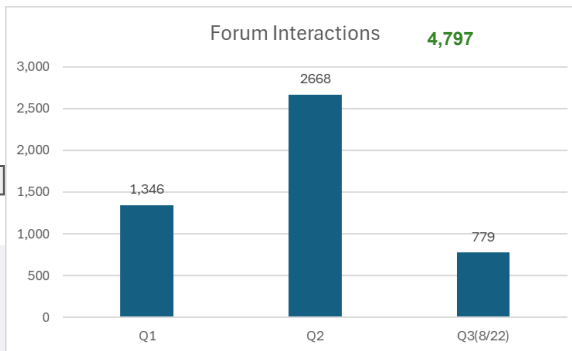
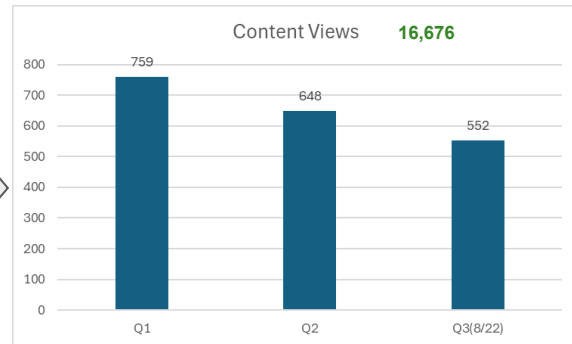
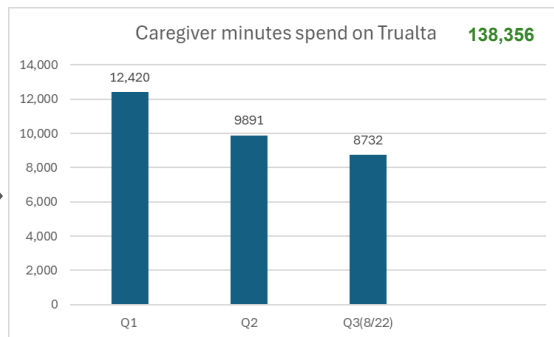
Top Invites by County since January 2025



Caregiver Portal Activity and Seat Time

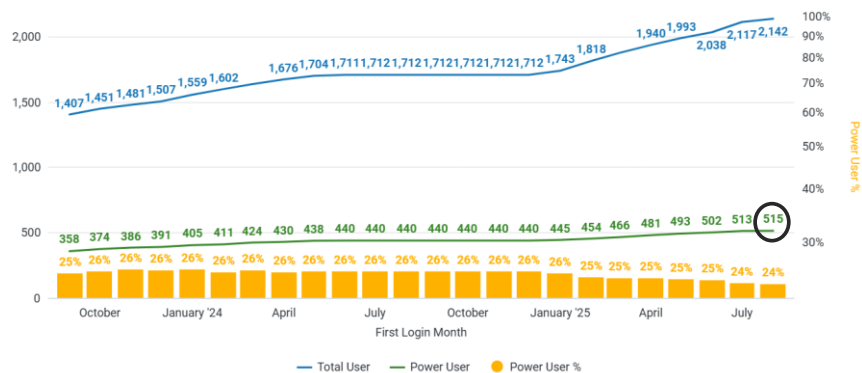


**As of
August 22, 2025
2,154 Caregivers are
enrolled in Trualta**



Together, driving over \$5M in savings

Power User By Registration Month



Long-term care delayed placement

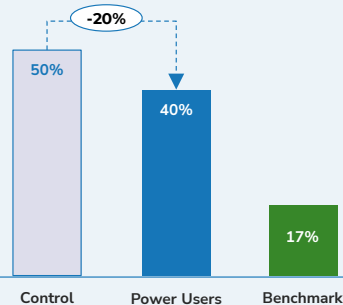
28% Power users more likely to remain in caregiving role

32% More likely to remain in role past 200 minutes of engagement

Resulting in an average delayed LTC placement by 15 months per caregiver

Estimated LTC diversion savings:
\$4,545,236

ED Utilization Rate



Estimated ED utilization savings:
\$670,736

Note: 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. Power users delay transitions/extend time in the home by ~ 15 months compared to control group of caregivers.

Caregiver Impact

96%★

CSAT Score

4.69★

Satisfaction score

Satisfaction (% Agree or Strongly Agree):

This website has helped build your confidence

86%

This website has helped you learn new skills

88%

This website has improved your ability to manage stress

86%

This website has improved your sense of belonging and support

94%

We periodically ask users to answer satisfaction questions (n=78)

You are the Bridge...



...To More Moments that Matter



Your role is essential!

You serve as the vital link connecting caregivers with the resources they need to support both themselves and the individuals in their care.

What can you do?

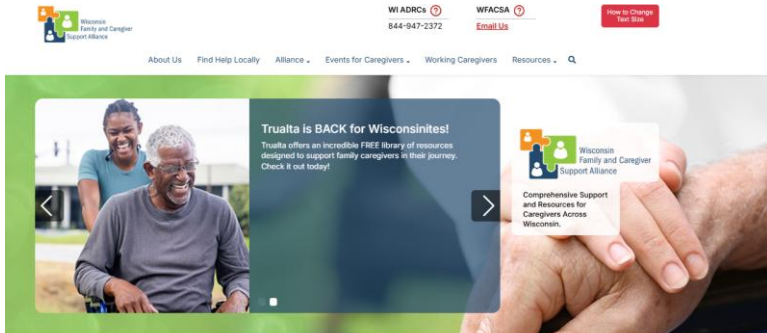
- » Spread the word about Trualta
- » Invite caregivers via the portal
- » Encourage and follow up
- » Recommend content

Trualta is also a benefit for Staff

- » Resources of vetted information
- » Tools to enhance in-person events
- » Available 24/7 when your not
- » Your own personal care journey

Continue being an advocate; educate key stakeholders and leaders within your community and gather Caregiver Stories of Impact

Marketing Trualta



Featured Content

Local



Use Wisconsin Works (W-2) to train for a new career

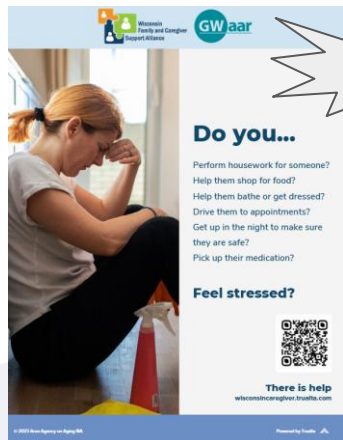
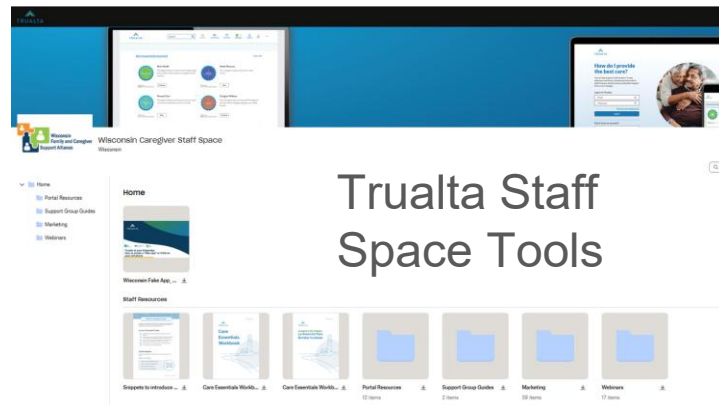


Device loans from WI Independent Living Centers (ILCs)



Find a local caregiver support group

Add a links to your Agency Website ~
<https://wisconsincaregiver.trualta.com/>
or <https://wisconsincaregiver.org>



Fliers and postcards in English and Spanish





Thank You!

www.trualta.com

info@trualta.com

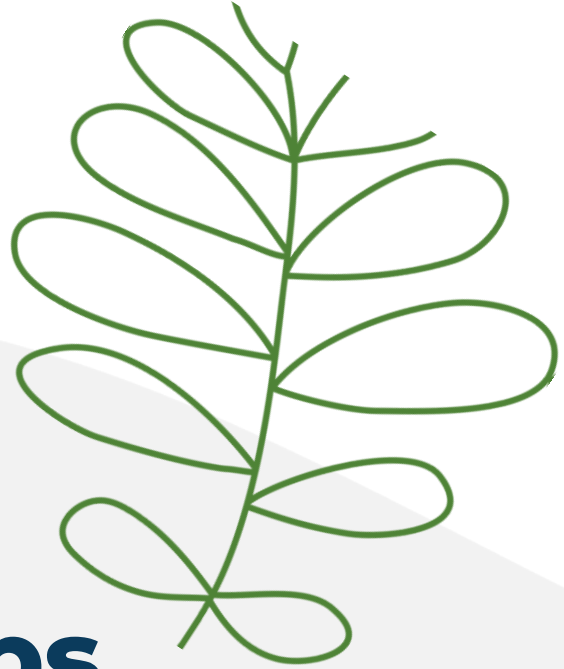
1-800-214-5085

Sue Murawsky

Relationship Manager

sue@trualta.com

Appendix - Staff Tips



Introducing Trualta - Recommendations

Caregiving is Hard/Stress/Burnout

“Wisconsin has a fantastic online resource for caregivers that is no cost to you. It has a lot of information that you can either read, listen to or watch on topics like helping you manage your stress, practical tips or just a reminder that what you’re feeling is valid. It’s called Trualta and I can send you an invitation to access it right now.”

“I know caregiving isn’t easy. It is one of the hardest jobs out there. If you’ve been feeling stressed, burned out, or like you’re on the edge of your limit, I want you to know you’re not alone. That’s exactly why Wisconsin offers an online program called Trualta, and it’s no cost to you.”

Community That Understands/You Don’t Have to Do This Alone

“What I really love about it is that it connects you virtually to a community of people who actually understand what you’re going through. You don’t have to figure everything out on your own anymore.”

“So if you’re ever thinking, ‘There has to be an easier way,’ or ‘I don’t know what to do’—take a minute to check out Trualta. It’s here for you, and it really can make a difference.”

Introducing Trualta - Recommendations

Caregiver Hesitant or Says “No”:

- » **Seek to understand why, if possible**
 - » No time?
 - Trualta is available 24/7 to explore at their own pace
 - Mobile friendly - no app
 - » Camera a concern with webinars and support groups?
 - Advise there are several webinars and support groups with camera's off
 - Led by a Care Educator
 - Participants share thoughts by typing in the chat box or just observe and learn from others
 - » Not caring for an aging adult?
 - There are resources for all types of caregivers. Examples:
 - Foster parents, children with unique needs, spouse/partner with health condition and support for the caregiver themselves
- » **Encourage caregivers to sign up and they can explore when they are ready**
- » **Point out a specific webinar to try such as:**
 - “Caregiving 101” if they are new to their caregiving role
 - “When Caregiving Gets Tough”

Staff Tips

In-person visits with care recipients and caregivers

- » Have your computer open to the Trualta site and give a brief tour highlighting:
 - » Library Library: Articles, Videos, Scenarios, Resources, Checklist
 - » Events: Live and Recorded webinars, Support groups (including the options for anonymous groups - no camera on)
 - » Forum: Chat Room for Caregivers
- » Send the invitation to the caregiver and ask them if they can register with you there to help.

Encourage/remind/follow up

Once a caregiver enrolls in Trualta via the invitation link, you can then view their activity in Trualta.

- » Engage the caregiver in questions about what they are finding helpful with Trualta.
- » If they have not engaged with the portal in a while, remind them about the resources and encourage them to explore the site and/or sit in on a webinar or support group.

Recommending content

- » Caregivers that want to use Trualta, but are too busy/overwhelmed to explore the site:
 - » Opportunity to support them and the member by finding content you believe will have an impact and recommend via the portal