

Wraparound support for older adults and their caregivers



Help members age healthfully at home with a holistic solution that identifies and addresses health-related social needs.

Grayce combines concierge-level social support and a robust digital platform to help members and loved ones engage in their care.

Social risk factors are impacting older adults' health and independence

Fifty million US households will be headed by someone >65 by 2035, a 66% increase over 20 years.¹

>60%

will house someone with a mobility, self-care, or household activity disability²

1 in 2

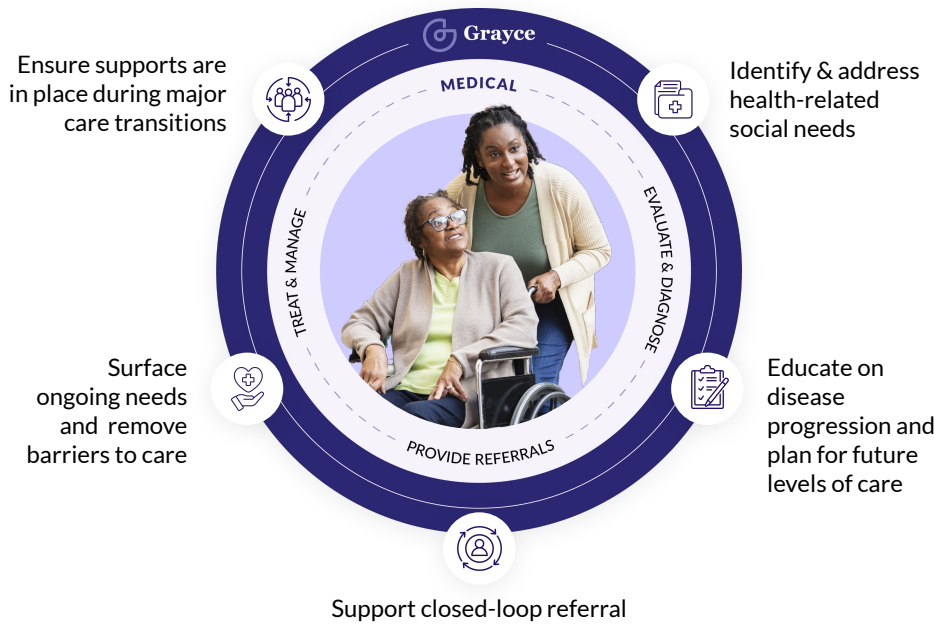
adults >65 have at least one HRSN (health-related social need)³

66%

increase in ED visits and 58% in hospital stays are seen in older adults with social risk factors⁴

Integrating social and medical care improves health outcomes and reduces cost of care

Social care management



Grayce differentiators:

- ✓ Holistic assessment and care planning by Master's Level social workers
- ✓ Full spectrum coverage from identifying to addressing HRSNs
- ✓ Caregiver engagement at each stage of care
- ✓ Robust digital platform to surface ongoing needs
- ✓ Proactive, root-cause approach to stabilize members long-term

Integrating social and medical care reduced emergency utilization by 57% and inpatient admissions by 89%.*

*In a 6-month study of the impact of the AIMS model on adults >65 with health-related social needs.⁵

Holistic social care that meets members and their caregivers where they are

Grayce takes a comprehensive approach to addressing social needs



Healthcare navigation



Financial assistance



Social and mental health



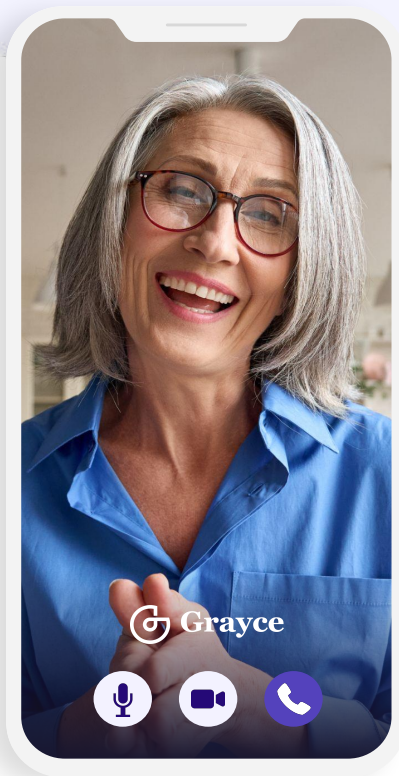
Practical daily support



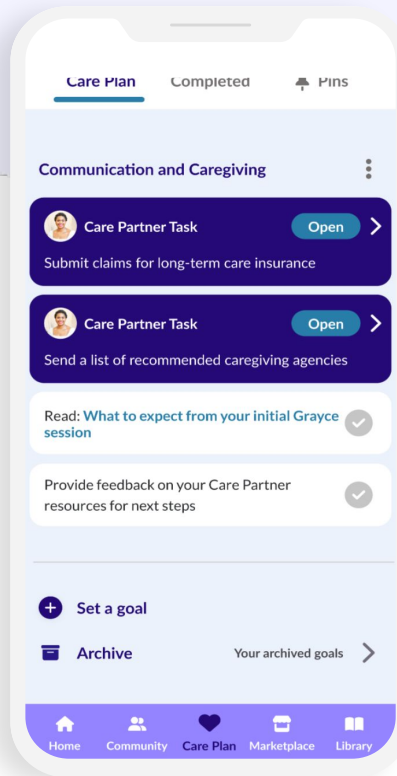
Legal and end-of-life



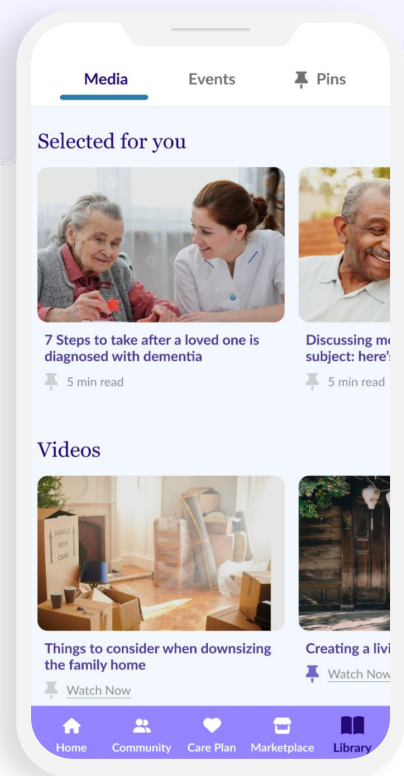
Housing support



Expert, hands-on support
during a 1:1 intake/ assessment
with a dedicated Care Partner



Personalized care plans
customized to members'
holistic needs



Curated content and tools
articles, videos, webinars, and
more for members and caregivers

1. Harvard, 2. Harvard, 3. National Library of Medicine, 4. Kaiser, 5. "Social Work in Healthcare" Journal



With a 4.96 star rating and 90 NPS, Grayce enhances how members access and engage in care. Discover how Grayce can help you improve health quality and equity, while reducing costs.

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