

Sequoia in-home care launches Web portal

One of the North Bay's largest in-home senior care providers has launched an online profile for families to connect and track the well-being of their loved ones.

The "community care portal" unveiled earlier this month includes blogs, photos, messaging and scheduling tools as well as daily assessments that track the senior's physical welfare over time.

"The American culture is one where often families scatter. Many of our clients' children live in New York, Hawaii, all over the world. Often, they don't know what's going on with their parent, and this tool allows anyone, anywhere the ability to log on and feel more connected," said **Sequoia Senior Solutions** Chief Financial Officer **Stanton Lawson**. He and his wife **Gabriella Ambrosi**, who serves as chief executive officer, launched the company a little over six years ago, growing from a team of two to more than 230 certified and bonded caregivers.

Sequoia commenced implementation of the product in October, and the service was rolled out to the clients this month. The Petaluma-based business is using a Web platform by Skokie, Ill.-based **RemCare**, a startup launched in 2008 by two 10-year health care tech veter-

ans, **Jim Wills** and **Ben Albert**.

Previous to launching his own business, Mr.

Lawson worked with **Autodesk** and said he has always wanted to implement a tech strategy into Sequoia's offerings.

"It is a big decision to have strangers in your parent's home, especially if they are on the other side of the country. The biggest

advantage we saw to the RemCare tool was the ability to improve transparency, communication and making sure families are informed and comfortable," Mr. Lawson said.

Family members can sign on using a secure login with password and see if their parent or loved one went to the doctor, who their caretaker is for the day or what their demeanor or activity level was like during that visit. The profiles also include a blog that different family members can use to communicate with each other or the caretaker and managers.

The site includes a daily assessment of the client against various indicators, ranking each on a scale of one to five. The scores can then be aggregated and tracked over time.

Sequoia is offering the service for a nominal fee, and the owners expect at least half of their clients' families to use the software.

For information, visit Sequoia Senior Solutions' Web site at www.sequoiaseniorsolutions.com.



HEALTH CARE

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