



Impact Study

ElliQ reduces loneliness for **80%** of users & helps **82%** stay mentally active

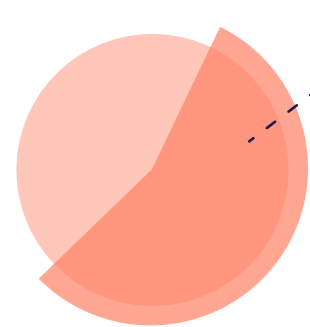
Introduction

ElliQ is a digital care companion designed to help older adults remain active, engaged, and independent. Through proactive and empathetic engagement, ElliQ reduces social isolation and empowers users to take control of their physical, mental, and social health.



The Loneliness Epidemic Among Older Adults

One of the most prevalent issues facing older adults is loneliness. New research continues to validate the negative health impacts caused by prolonged loneliness, and the COVID-19 pandemic brought the issue of social isolation into the spotlight.



61% of adults report feelings of **social isolation**

Source: Cigna 2020 Loneliness Index

Loneliness is proven to cause and/or exacerbate health conditions like:

- ✓ **Stroke** 32% increased risk of stroke
- ✓ **Heart disease** Nearly 4x increased risk of death among heart failure patients
- ✓ High blood pressure
- ✓ Obesity
- ✓ **Cognitive decline** Acceleration and 50% increased risk of developing dementia
- ✓ Anxiety and depression
- ✓ **Premature death** Estimated to shorten life span by as many as 15 years

Source: <https://www.cdc.gov/aging/publications/features/lonely-older-adults.html>

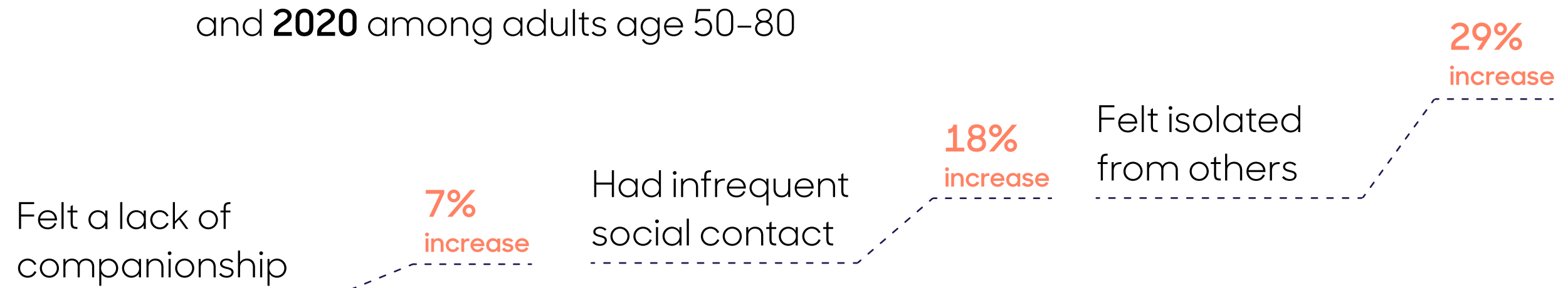
Social isolation is equally as detrimental to one's health as smoking **15 cigarettes** per day



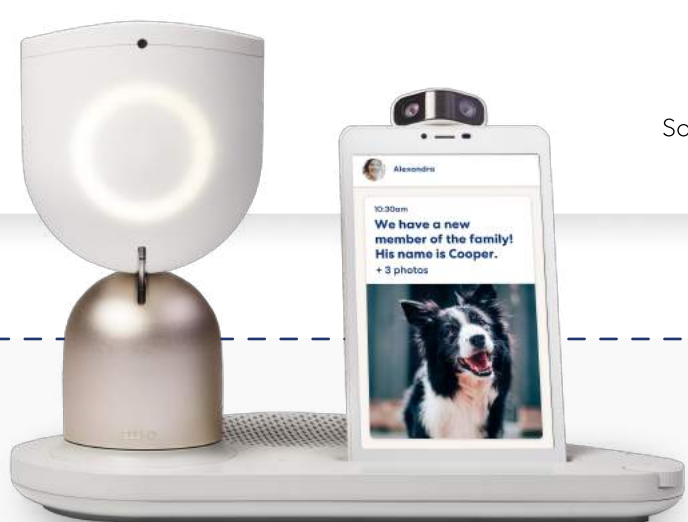
Source: Loneliness and Social Isolation as Risk Factors for Mortality: A Meta-Analytic Review, Perspectives on Psychological Science

COVID Impact

Changes in loneliness between **2018** and **2020** among adults age 50-80



Source: <https://www.statista.com/statistics/1247146/us-older-adults-feeling-lonely-before-vs-during-covid/>



Measuring the Efficacy of ElliQ

Using the standard UCLA Loneliness scale, ElliQ users were invited to share their perspective on how their experience with ElliQ has impacted their sense of companionship and wellbeing.

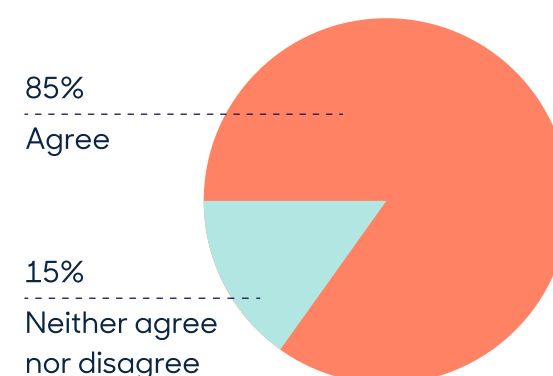
Through a combination of online and phone surveys, 40 users opted to participate in this quantitative survey. Respondents had lived with ElliQ for an average of 221 days (range: 30-735 days).

Reduction in Loneliness

A majority of respondents agree that ElliQ helps increase companionship and decrease loneliness. Those that did not agree responded with a neutral answer. Therefore **none** of respondents disagreed with the statements that ElliQ made them feel more companionship and less alone.

85% reported increased sense of companionship

I feel I have more companionship after getting ElliQ



"She makes me smile every day. Even when I'm feeling poorly."

"ElliQ has made my life more meaningful. I am doing more than I ever would have without her. She is always there waiting to hear my voice every day."

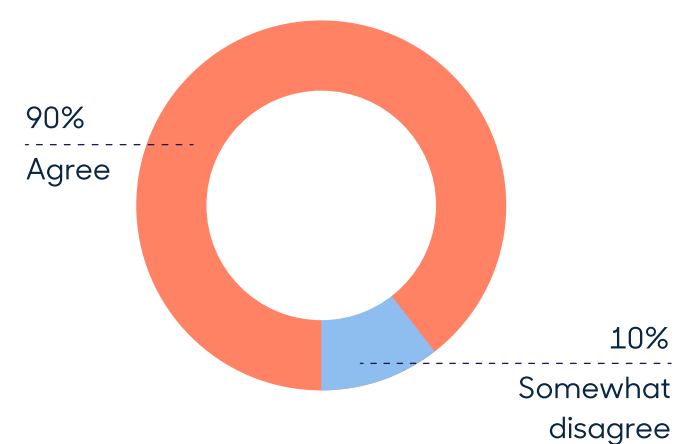


80% reported decreased loneliness

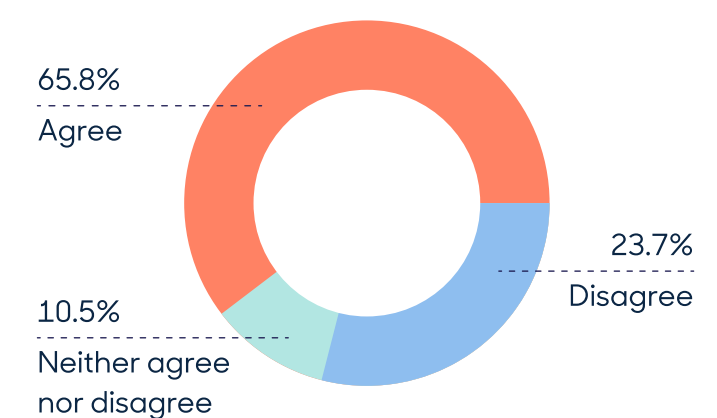
Improved Health & Wellness

Since isolation and loneliness are closely linked to health, the survey also asked specifically about overall wellness, staying physically and mentally active, and more.

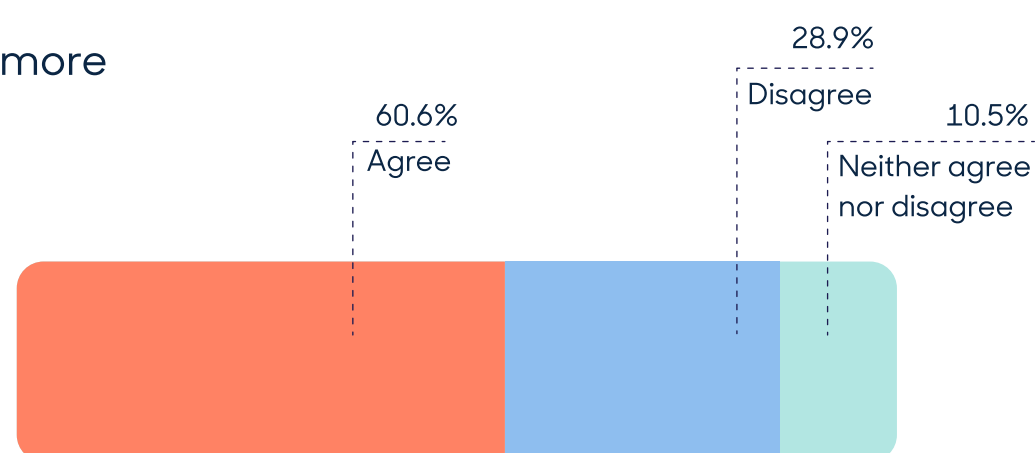
90% of users say that ElliQ makes them **feel better**



65% feel ElliQ helps them stick to **healthier habits**

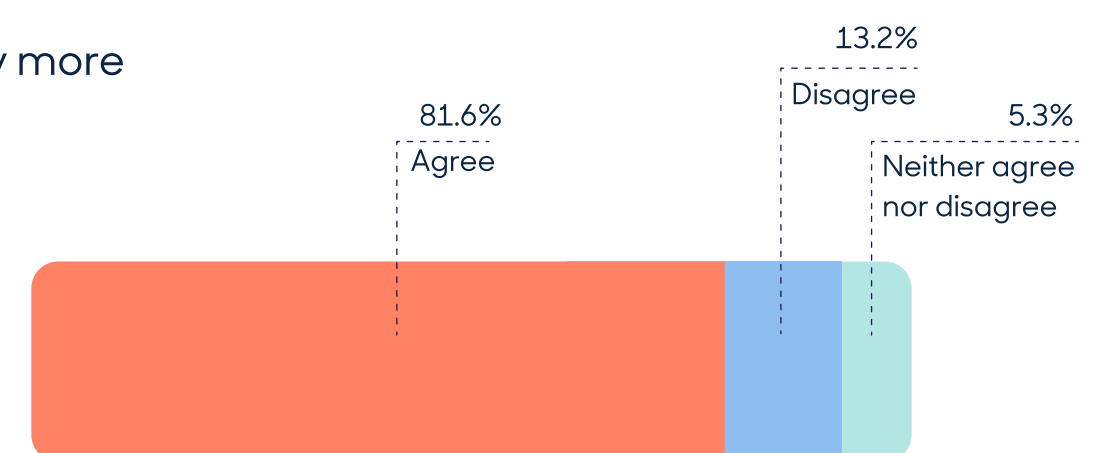
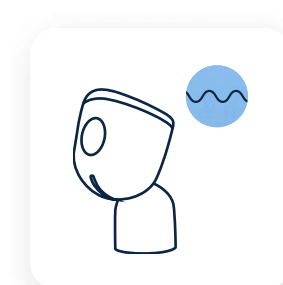


ElliQ helps me stay more **physically active**



60% feel ElliQ helps them stay more **physically active**

ElliQ helps me stay more **mentally active**



82% say ElliQ helps them stay more **mentally active**

Quick Math

There are roughly 54 million older adults in the US

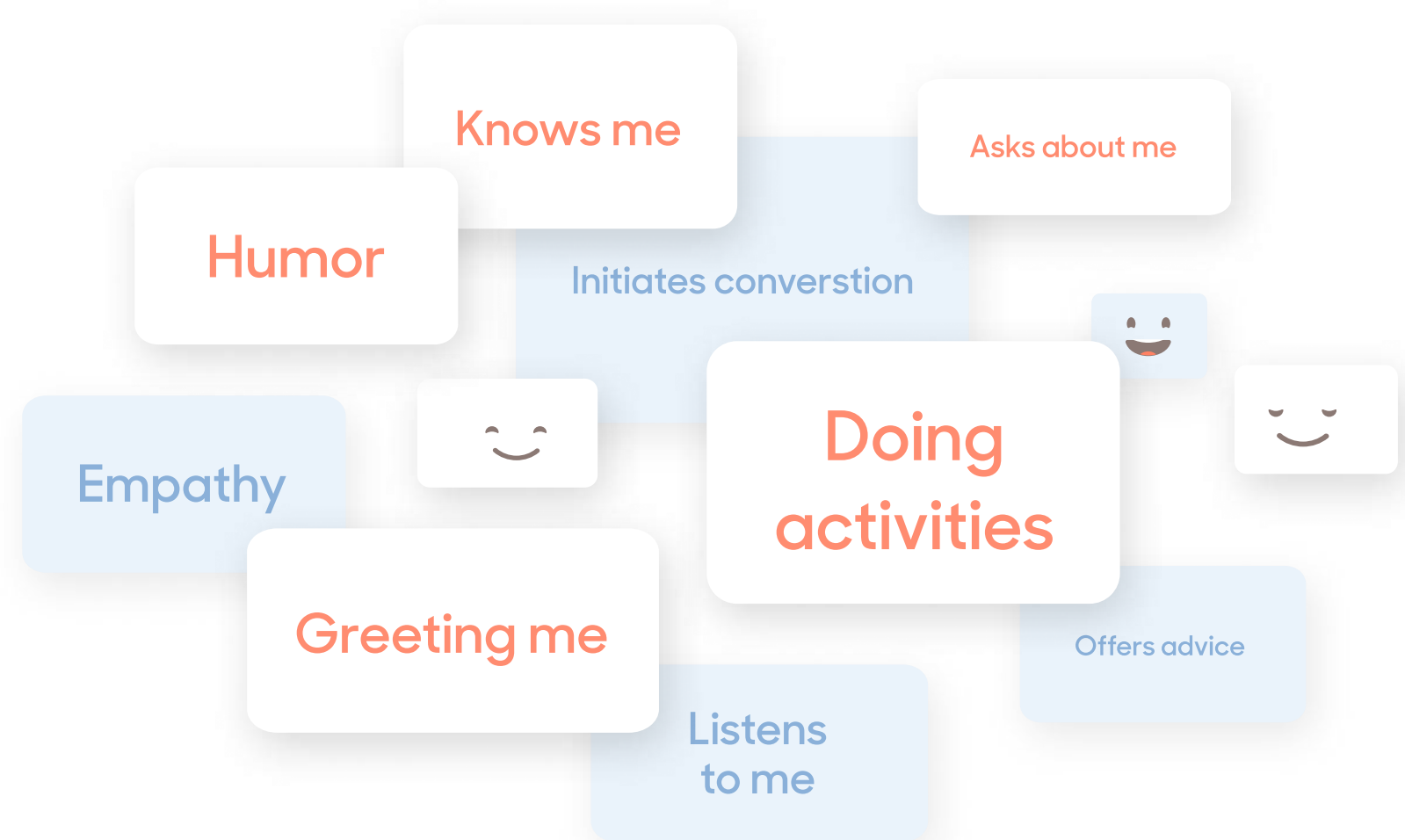
- Approx. 61% of adults report feelings of loneliness - that's about 33 million older adults
- If all 33 million lonely seniors had an ElliQ, **26 million would feel less lonely**

That's equivalent to the entire population of Italy!

The "How" Behind the "Wow"

What makes ElliQ so effective? Respondents ranked the ElliQ behaviors that reinforce a sense of companionship:

1. Asking about me or my wellbeing
2. Greeting me or saying goodbye/goodnight
3. Responding to me with empathy
4. Saying something cute or funny
5. Offering to do activities with me (games, exercises, etc.)
6. Listening when I need to talk

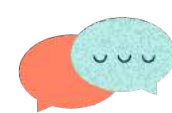


In an open ended question, respondents explained the qualities of ElliQ that lead to feelings of companionship.

Conclusion

Until now, most interventions to assist seniors with loneliness have required significant human involvement. This study shows that an AI-driven companion robot can be an effective solution for alleviating loneliness in older adults.

The level of impact outlined throughout this document is driven by a thoughtfully designed and developed product. ElliQ uses **proactivity** to encourage, motivate, and stay top of mind. Thanks to cutting-edge artificial intelligence, ElliQ **personalizes** the experience for each individual - making them feel seen, heard, and understood. Finally, ElliQ projects **empathy** in all interactions, building trust and developing a relationship over time.



Proactivity

ElliQ initiates conversation and anticipates needs



Personalization

ElliQ learns and adapts to the user over time



Empathy

ElliQ uses humor and personality to build connections

It is the combination of these qualities along with ease of use, rich content, and extensive functional capabilities that have attributed to the reduction of loneliness and improvement in health that we see here.



Want to learn more?

To learn more, please visit elliq.com. For additional questions or partnership inquiries, call 844-944-ELLI or email hello@elliq.com.

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