

Case study: SimpleC, LLC



Location: Atlanta, GA

The client

Atlanta-based SimpleC is a healthcare technology company specializing in cutting-edge assistive technology and cognitive therapy solutions for senior adults. Their Companion Cognitive Health Platform includes an advanced multi-function patient-facing app with intuitive communications and analytics-backed monitoring modules (known as Clinical Connect and Family Connect), empowering families and care givers to both care for and interact with individuals dealing with cognitive issues and memory loss.

The challenge

With the advent and importance of the Companion virtual caregiver app's interpersonal functions, it necessitated quick, adaptive ways for patients and families to interact with each other, as well as through TeleMed health calls with their doctor or nurses during the COVID-19 pandemic where in-person interaction simply wasn't an option. Two other challenges identified included:

- The need for tech that's both ideal in implementation and is compatible with their system and apps, including modules such as *Community Connect* and their own proprietary *Tableau Server*; it should also be easy for family members to purchase and warranty
- Having it all tested, configured and installed for Presbyterian Homes (150+ rooms) or group of similar facilities that span from coast to coast

The solution

The Best Buy® Business Account Manager for SimpleC explains, "We have a great partnership with SimpleC and Presbyterian Homes of Athens in the Atlanta market. About ten months ago we were informed that they [Presbyterian Homes] were looking for large, oversized tablets, which anything over ten inches isn't the easiest to find. So, I reached out to my contact from Elo whom I've worked with on hospital procurement and installation projects who said, 'hey, we've got this series that would be perfect for you... let me get on a call and let's get this moving.' It just took off from there." He continues, "I had an understanding of the tablet, but didn't realize the capabilities of the particular device or just how large they could be—up to seventy inches. These Elo touchscreen tablets are essentially a fully fledged, all-in-one computer, but in tablet form with its own processor, RAM—everything, unlike a simpler oversized smartphone in that sense. So, we offered twenty-two- and twenty-three-inch healthcare tablets that really opened the door. We started having conversations, sent test units to their app developer who was able to make a few tweaks for the app. From there we were able to send out a couple hundred units to Presbyterian Homes, and we're getting ready to send another



Elo® Touchscreen Tablet with Fully® brand height-adjustable table/desktop solution.

"We're talking with Geek Squad® and getting quotes for the next series of installations and about future sites. It's been a streamlined process where everything comes together, so it's a perfect partnership for us." — Dan Pompilio, CEO, SimpleC

three hundred. So, obviously, the first location was a success and is moving forward from there."

In addition to sourcing the devices, Best Buy Business was able to set up Elo Touch displays in both the patients' homes as well as the on-site facility and loaded the Companion app so it worked in a variety of ways and all during the middle of the pandemic. "Through COVID, there was this reduction in staff," says SimpleC CEO, Dan Pompilio, "and while there's always been high turnover, it was especially trying as doctors and family couldn't see the patient. So to have all the communication elements come together, whether it's medical or used by family members... all communications come over the Elo device, so everyone connected has the ability to share information or talk face-to-face."

Caitlin McDonald, SimpleC's VP of Marketing and Sales adds, "With Best Buy Business's help this past year, we've been building out these products and releasing them, most notably with installations happening at Presbyterian Homes of Athens, which is a very large health facility. It's been really popular and is exciting to see. There's this whole sense of community. You can see how it helps retain people's independence and expand their quality of life."

Throughout all of this, Geek Squad has also proven to be a major player in turnkey pre-deployment and installation services. "It's already in the works for future projects," Dan concludes. "We're talking with Geek Squad and getting quotes for the next series of installations and about future sites. It's been a streamlined process where everything comes together, so it's a perfect partnership for us."