

loopeli

Simple video communication that prevents, complements, and streamlines care - with the individual in focus -



LOPELI WAS BORN WITH A DEMAND



Loopeli was born when a family member suffered a stroke

In 2019, Josef Sidén suffered a stroke, which left him unable to communicate digitally with his family. Every time the family wanted to connect with Josef, staff had to assist him, which led to Josef losing his independence and feeling increasingly lonely as family visits became less frequent. This situation also weighed heavily on the family's conscience, as they felt they weren't doing enough.

In search of a solution, his son Thomas looked for a video communication service that would be easy enough for his father to use. However, despite trying all the available options like Facetime, Messenger, skype, Zoom etc, none of them worked for Josef. Realizing that this was not just a personal issue but also a broader social challenge, Thomas decided to take action.

In 2020, we launched a beta version of what is now Loopeli – a video communication service designed specifically for people facing challenges with today's technology.

Sadly, Josef did not get to experience Loopeli and had it not been for our participation in Sweden's version of Dragons' Den (SVT's "Draknästet") in 2021, where we secured investments, the service might have been shut down. However, that was the beginning of a journey for Loopeli to create opportunities for individuals to become more secure and independent by easily communicating with their loved ones as well as with care services



Loopeli

Inclusive communication

Loopeli is a communication service for individuals who find technology difficult

BUSINESSCASE

26 families who otherwise receive help with a mobile phone or the nursing home's phone tested Loopeli

87%

**Talked more often
then on the phone**

93%

**Where able to handle
the technology**

73%

**Talked longer due to
more interesting
conversations**

67%

**Thought it was easier
to get a hold of your
next of kin**



52%

**Out of 1,264 calls
was Initiated by the
elder**

SIMPLE VIDEO CALLS

with loved ones



PREVENTS & COMPLEMENTS

Independent, digital participation reduces involuntary loneliness and helps prevent psychosocial care needs

loopeli THE INDIVIDUAL

at the center



DIGITAL SUPERVISION VISITS

with the care services



STREAMLINES & ENSURES SAFETY

“Digital first” enables preventive work and resource efficiency with the individual in focus

SIMPLICITY

An inclusive communication service designed for people with technological challenges



The app is fixed to the screen, ensuring that it can't be accidentally closed or deleted. It features a simple menu with just three functions: video calls, photos, and radio.

The main challenge with video calls is not the call itself—i.e., talking and listening in front of a camera—but rather Initiating or answering the call.

Many services require multiple button presses and logins, which can make it more complicated for users, particularly those with limited technical skills.



SAFE & SECURE

Simple and safe to make and receive video calls from invited contacts



Loopeli ensures secure and safe communication, allowing only invited contacts to make and receive video calls or send pictures. This prevents salespeople and scammers from contacting the user, giving both the residents and their families peace of mind



SIMPLE VIDEO CALLS

with loved ones



OUR USERS

When you can independently manage communication with your loved ones, it enhances your quality of life

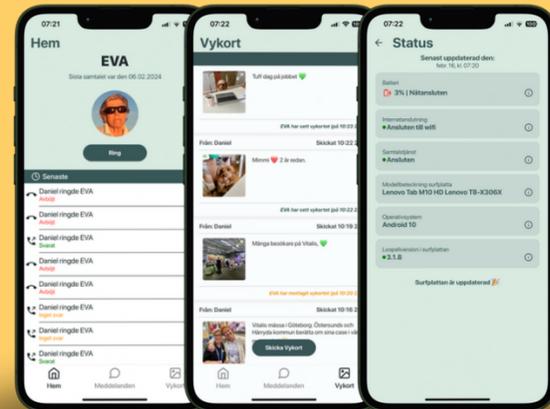


By enabling residents to independently communicate with their loved ones, it boosts their involvement in their every day life and activity levels. This helps reduce loneliness, improves quality of life, and ultimately lowers psychosocial care needs

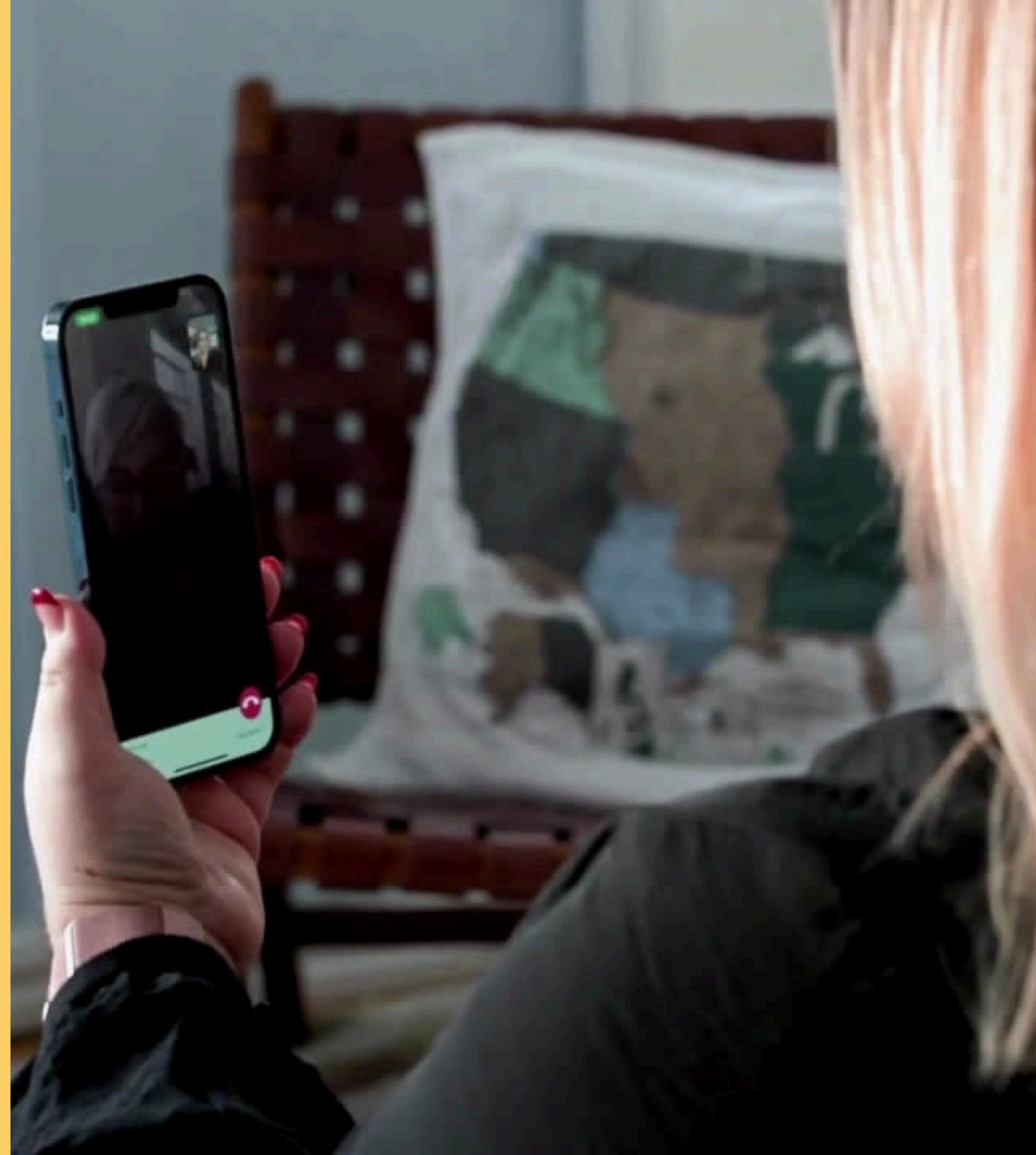


RELATIVES

Family support that contributes to security and several positive health benefits



Loopeli provides peace of mind for family members by allowing them to complement their physical visits with digital ones, increasing their accessibility. This is important as many family have a guilty conscience for not being able to be present as much as they would like. The service also helps them feel more secure, even from a distance, as they can read facial expressions through video. You can also see the activities of other family members, which can further ease concerns about whether your loved one feels included.



CARE GIVERS

Care operations become more efficient when staff can focus on more qualified tasks



By offering Loopeli to residents, allowing them to independently manage their communication with their loved ones, their quality of life increases, which reduces the psychosocial care needs from the staff. This also frees up time for the staff.

In situations where there are language barriers between the resident and the staff, the situation might be resolved by contacting a family member via Loopeli. Additionally, for simpler updates on the resident's condition, a family member can be involved in the conversation, even from a distance. Overall, the dialogue between the care home and family members improves as they feel more involved.





**ÖSTERSUNDS
KOMMUN**
STAAREN TJÆLTE



BENEFIT ANALYSIS SIMPLE VIDEO CALLS FOR CARE RESIDENTIAL

The health and care administration in Östersund municipality has carried out a benefit analysis of Loopeli's SIMPLE VIDEO CALLS service at a elder care home. The goal was to see the benefit from the perspective of the citizen, the relatives, the staff and the business, and thus also the municipality.

SUMMARY

This benefit analysis shows a clear economic benefit for the elder care homes and the municipalities as the service makes care activities more efficient by saving time and increasing the wellbeing of the residents.

The simplicity of the service already shows a number of qualitative benefits such as e.g. increased quality of life, independence and participation for citizens. But even relatives, we know, feel positive effects in the form of e.g. reduced anxiety and stress as they can see and read from their relatives.

SAVE UP TO

34,6

HOURS PER
USER PER YEAR

In order to calculate the financial benefit, the analysis has been calculated on the basis that the citizen communicated with its relatives **four times per week** in general

Each call takes the staff **10 minutes** from the time they answer, go from their work task to the room where the citizen lives, wait until the call is over and go back.

The analysis shows that the time saving (net) per citizen is **34.6 hours** per year

SAVE UP TO

500

HOURS PER
CARE HOME
YEAR

Östersund municipality expects that approx **30%** of care recipients in a residence need the service. A normal-sized nursing home in Sweden has around **50 care recipients**.

So if **15** care recipients in a residence were to use Loopeli Simple video calls, the potential time saving is **500 hours per year**.

DIGITAL SUPERVISION VISITS

with the care services





Standalone & Integratable

2FA Login

Clear overview of your care recipients

Three Functions

Video Calls

Messages

Tablet Status

Reporting

How Loopeli is transforming life at Windlesham Manor in UK



Enhancing Care through Improved communication.

Windlesham Manor is a small private residence that accommodates 37 residents, each with unique care needs. The manager, originally from Sweden, brings many years of experience in elderly care from both Sweden and England.

He believes that England faces similar challenges to those in Sweden, particularly the lack of simple technology that enables vulnerable groups to communicate with their families. After attending one of Loopeli's webinars in the spring of 2024, he reached out to Loopeli and decided to trial the service at Windlesham Manor.

One resident, Mr. Colin Wilson, lives with Parkinson's disease, which has significantly impacted his daily life. Recently, he has found it increasingly difficult to use his phone due to dexterity issues and cognitive impairment. Consequently, he often relied on staff for reassurance and to discuss his concerns, as he felt he was losing control of his life and worried about his family.

When Loopeli was introduced, Mr. Wilson experienced an immediate change. The staff became concerned when they noticed he was spending less time seeking their reassurance. With Loopeli, he gained control over his communication with his family, allowing him to connect independently. As a result, he now spends more time in his room talking to his children, especially his son in Canada, whom he had not seen for a long time.

Less need for sedative medication

Mr. Wilson's well-being and self-confidence have noticeably improved. He is now less worried and anxious, which has led to a reduced need for sedative medication. While medication plays an important role, it often comes with side effects.

Reducing sedative use has boosted Mr. Wilson's energy and overall well-being, and it's wonderful to see such positive changes in a short time.

We are now considering a broader introduction of Loopeli at our facility. The benefits we've observed extend beyond our residents; their relatives also appreciate being able to supplement their in-person visits with video calls. Families have shared that they feel safer and less stressed knowing their loved ones can easily reach them via video. During calls, relatives can show their parents where they are and what they're doing, allowing them to participate in activities and outings from afar. This connection brings joy not only to the residents but also to their families.



Additionally, we've noticed a positive impact on our care staff. Happier residents and improved communication with their families allow staff to focus on other essential tasks. By offering Loopeli, we believe we can significantly enhance the quality of care at our facility.

How Loopeli is transforming life at Windlesham Manor in UK



At Windlesham Manor, we've had the privilege of being the first care home in the UK to pilot Loopeli, an easy-to-use video call system designed to enhance communication for residents, families, and staff. Since introducing it, we've seen some unexpected changes, and I would like to share what we have learned so far.

Making Life Easier for Residents and Staff

Loopeli is so simple to use that many of our residents can make video calls on their own, which has been a huge boost to their independence. For our care staff, this has freed up precious time on other tasks, which has been a real help.

Bringing Families Closer

Families who use Loopeli have told us they appreciate it. Many feel more connected than ever, with some saying they have started to recognise the person they used to know before they entered the world of care through the video calls. For residents, it has been heartwarming to see their loved ones more often—even those living abroad. Watching a resident light up while chatting with a grandchild across the world is truly priceless.

A Game-Changer for Doctors' Visits

One of the most useful aspects of Loopeli has been during doctors' visits and meetings with clinical professionals. Families can join via video call in real time, staying informed and involved without staff having to relay information afterward. This not only prevents misunderstandings but also helps families feel like they're part of the process of ensuring their loved ones receives the best possible care.

Instant Help for Best Interest Meetings

We have also used Loopeli during best interest meetings and care discussions. When decisions need to be made, it's easy to bring a family member into the conversation straight away. This has saved time and made these discussions more collaborative.

Breaking Down Language Barriers

Loopeli has helped with translation needs. If there is ever a language barrier, family members can join the call and assist, making communication smoother for everyone.

Boosting Well-being and Reducing Medication

One of the most surprising benefits has been how Loopeli has improved emotional well-being. For some residents, being able to connect with their family more often has reduced the need for calming PRN medication, especially during the late afternoons when anxiety levels tend to be higher.

From Apprehension to Enthusiasm

When we first introduced Loopeli, a few staff were hesitant, thinking it might just be another tech gimmick. But it didn't take long for them to see how much easier it made their day-to-day work. They now see it as a tool, and we have since purchased extra tablets so more residents can benefit.

Supporting Our CQC Reporting

Loopeli has also given me confidence as a manager when completing CQC's annual provider information return (PIR) especially question 2.7, 2.7a and 2.13 in the PIR, which involves Communication preferences and Access to Information Standard (AIS)

The Bigger Picture

At the heart of it all, Loopeli has opened new ways for our residents to stay connected to the people they love. Whether it is helping with doctor's visits, supporting important care decisions, or simply letting a resident see their grandchild on the other side of the world, it's a service that has made a big difference in our residents' lives.

We're proud to have been the first to try Loopeli, and we can confidently say it's been a success. I would encourage any care home to consider it—it's simple, effective, and makes a positive impact. I see many other ways Loopeli can help meet the growing demand for care, especially in home care services.

Peter Granstrom
RGM Windlesham Manor



What makes Loopeli unique?

Many of our users live in care homes and struggle with digital communication. They often need help from staff to make or receive phone and especially video calls, which leads to a loss of independence and even a sense of isolation for the residents but also time consuming for the staff.

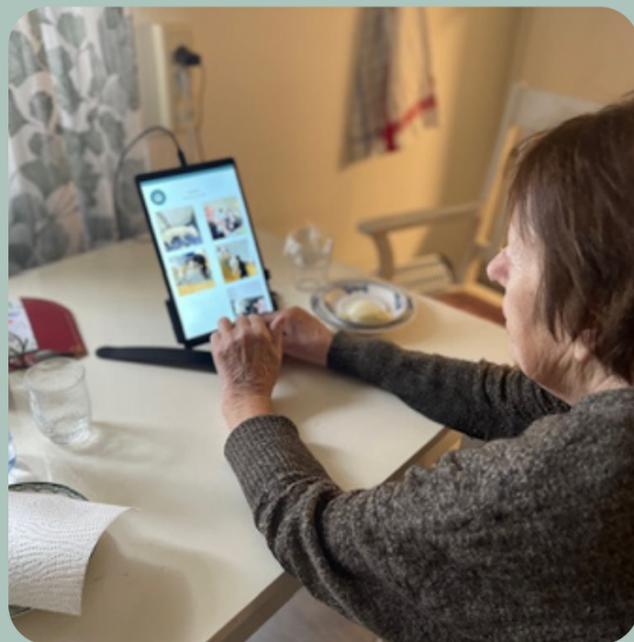
Loopeli has created a video communication service so simple that 93% of its users can use it on their own. This allows residents to connect with their families independently, freeing up staff to focus on more specialised tasks. As a result, your care home can operate more efficiently and transparent while providing a higher level of service.

Plug and play delivery

Loopeli have created a licensing package specifically for care providers.

Our service comes bundled with a tablet and stand, delivered plug and play ready to use.

Loopeli handles all communication, administration and support with the relatives so that your team does not have to learn the service and support of it. It should not be a time consuming task to provide your residents with Loopeli, you should only benefit from the upside of them using it.



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