



Home is
Where the
Elderly Belong

Tarun Sharma

Founder, Yodda



Tarun Sharma is widely recognized as a technologist, thought leader, social worker, intrapreneur and an entrepreneur within the technology industry in India. He is the founder of Yodda, a premium parent care company, and the co-founder of Mgneto, an HR consulting and recruiting company. He sits on the board of a few companies, including GlobalLogic India.

Most recently, Tarun Sharma was the Chief Executive Officer of BMC Software India Pvt. Ltd., a wholly owned

subsidiary of BMC Software Inc. for the last ten years. Tarun also served as the Chief Customer Officer for Asia Pacific and Japan, responsible for ensuring customers successfully realize value from the BMC products and solutions they use. In addition, Tarun led BMC's engineering center in Ukraine.

Tarun joined BMC from Virtusa ("VRTU"), a global software services company, where he was SVP of the technology business and part of the team that took the company through its startup years to a

successful IPO. Prior to joining Virtusa, Tarun co-founded EC Cubed, which was recognized in its early days as the top 100 companies to watch for in the B2B e-commerce space. The company was funded by large venture capitalists like Battery Ventures, Boston Millenia and Infosys and Cambridge Technology Partners.

Navigating a typical hospital in India can be unsettling.

Swamped with a high volume of patients, overwhelmed hospitals generally tend to compromise on patient experience. This problem is even more noticeable at government hospitals where patient volumes are considerably greater than at private hospitals.

For patients who need critical care, the troubles start even before they reach the hospital.

Ambulances are not only late, but often ill-equipped for critical care on slow roads. At the hospital, the absence of a central medical record administration system means patients are compelled to repeat diagnostic tests multiple times, and furnish paperwork related to their own medical histories to doctors and care providers. As a result, patients say they often feel a sense of mistrust towards their healthcare providers. They commonly perceive that hospitals are solely driven by profit, and are suspicious of doctor-recommended diagnostic tests and high consultation fees for the brief time spent meeting the patient.

Patients say they feel a similar sense of mistrust towards insurance companies which make the entire claims process cumbersome and frustrating. For example, even in supposedly cashless transactions, patients are regularly made to wait hours for insurance approvals. These unwieldy processes, long wait

The hospital experience is overwhelming for most consumers.

times, unreasonable payment requirements, limited availability of doctors, perceived lack of empathy from the hospital staff, and many other factors make the hospital experience overwhelming for most consumers.

Now imagine what it feels like for the elderly.

With a population of 138 million, India's elderly population forms a sizable proportion of healthcare consumers who receive care in an unfriendly healthcare environment. Moreover, with the dismantling of the traditional Indian joint-family system and a lack of a well-developed elderly care provider ecosystem, these consumers and their families want alternatives outside a hospital setting.

The startups are innovatively integrating technology with physical solutions.



Elder care alternatives

While hospitals are crucial for the delivery of critical care and emergency services, complementary care alternatives are rapidly growing, especially in home care where elders experience less anxiety being cared for in their own environment. Startups are leading the charge to improve the quality of elder care by bridging existing gaps in the way elder healthcare is currently delivered. These startups innovatively integrate technology with physical solutions, digitally connecting patients with appropriate health providers, and offering home care, ease of information sharing, and simplified processes to obtain care. By collaborating with an ecosystem of healthcare providers and technology companies, these startups have galvanized traditional providers to transform their patient care. For example, Sancheti Hospital, in the city of Pune, has created Healyos, which offers most routine hospital outpatient services to people in the comfort of their homes.

Enriching the lives of the elderly with Yodda

Yodda was created with a singular purpose of addressing the needs of the elderly and enriching their lives. The motivation was borne out of my own personal journey linked to my parents' health and illnesses. Several years ago, when my father suffered a stroke, I went through the excruciating experience of interminably waiting for an ambulance that never arrived, and then driving my father around in a car to several hospitals before care was available. The precious time we lost took with it my father's mobility and speech. He passed away a few months later. Some years later, my mother was diagnosed with breast cancer, and had to undergo chemotherapy, radiation therapy, frequent diagnostic tests, and prolonged hospital stays. All these combined made the experience extremely hard on us both..

However, one thing that I am eternally grateful for is the fact that I was able to spend those last moments with them. I was lucky enough to support my parents and ensure that care was properly provided to them. I cannot imagine how my parents would have managed without me physically being there.

This experience made me reflect on the challenges faced by millions of elders across India living on their own, as well as by their family members who live away from them and lack the flexibility to be physically present to care for their loved ones. This is how Yodda - a platform for family members to ensure the well-being and diligent care of their parents- was born. Our services, solutions and tools monitor health and ensure high quality holistic care. We focus on:

Homecare:

We believe that hospitals and old age homes are not the right places for elder care unless required. Elders who receive care in the familiarity of their own environment experience significantly lower emotional stress. Home care is also logistically and financially efficient. Through our partner network of high-quality home care providers, members can access qualified doctors, nurses, care staff, medication, and health equipment. With their permissions, their parents' medical data is digitized and stored on Yodda's platform, readily accessible to relevant healthcare providers.

Healthcare services:

When hospital visits are required, Yodda provides comprehensive support services, with knowledgeable attendants who will

The issues related to old-age loneliness and depression must be addressed.



accompany elders to hospital appointments and diagnostic tests, provide emotional and logistical support, make patients aware of their circumstances and perform on-site chores such as registration, admission, bill payment, prescription purchases, etc. We also specialize in handling critical emergencies as they arise to ensure the safety of the parents under our care.

Comfortable living services:

In addition to health and emergency care, we provide convenience services to ease the daily lives of parents and their children. These support services include running simple yet tedious errands in a timely fashion, appliance and home repairs, banking and insurance liaising services, and more.

Connected family:

Yodda ensures that elders and their families constantly communicate through various digital channels and provides transparency into their daily lives. In emergency situations, Yodda provides continuous updates to family members and seeks intervention and guidance where required.

Emotional support:

We address the issues related to old-age loneliness and depression, through community building and engagement activities led by special Yodda Envoys.

Yodda has four unique qualities

Responsible and empathetic staff:

A lack of empathy and personal responsibility are often cited as key issues by patients interacting with healthcare providers. Yodda hires staff who understand what it means to have a calling: former members of the Indian armed forces, who are trained in emergency management, and have a feeling of urgency, empathy and an unwavering sense of duty towards the parents we seek to serve. In addition, Yodda trains its staff on how to execute various facets of elderly care.

Well-defined processes:

Yodda uses ISO certified service delivery fulfillment systems and processes, so that we deliver consistently high-quality services with efficient resources.

Improved care:

Yodda is continuously developing ways to enhance experiences for the elderly and their families by incorporating technologies such as wearables, AI/ML, real time image processing, smart devices like Alexa, wellness applications sensors, etc.

We are also looking at the application of certain technologies that will enhance the overall well-being of the elderly and connect them with broader communities.

Relationship support:

Finally, Yodda provides a dedicated team of primary care and field care representatives who facilitate proper coordination and delivery of services.

We believe that to provide reliable and consistent home care, both the physical and technological aspects of care must work in tandem. We built our foundation on empathy, transparency, and consistency to foster trust and enhance elder well-being.