



# HōttoCare

Supporting individuals with dementia  
*and their caregivers*

Winter 2026

Yumi Taylor, MD | Founder/Owner

# Agenda

- Medicare GUIDE Model
- GUIDE Eligibility
- Value for Adult Day Services
- Payments & Funding
- Getting Started



# GUIDE Model

Center for Medicare Services (CMS)



# Medicare GUIDE-Guiding an Improved Dementia Experience

## CMS selected HöttoCare:

In July 2024, CMS launched the GUIDE Model.

In July 2025, **CMS selected HöttoCare as one of only 330 organizations invited to participate.**

HöttoCare is based in the Northern CA Bay area, where few other programs are available (UCSF & John Muir).

## The GUIDE Model focuses on:

- Comprehensive, coordinated dementia care
- Quality of life improvement for people with dementia
- Reduced strain for unpaid caregivers
- Enabling people with dementia to remain in their homes and communities

# Too Good to be True?

## How is it free?

The GUIDE Model provides Medicare coverage for a comprehensive package of care coordination and care management for people with dementia, along with support for caregivers, including education and respite services.

*HöttoCare is a CMS-approved provider.*

**CMS.gov** Centers for Medicare & Medicaid Services

## Guiding an Improved Dementia Experience (GUIDE) Model

On July 1, 2024, CMS launched the GUIDE Model. On July 8, 2025, CMS announced 330 organizations participating in the model and published the [GUIDE Participant List \(XLSX\)](#). Please visit the linked pages for additional information.

The Guiding an Improved Dementia Experience (GUIDE) Model is a voluntary nationwide model test that aims to support people with dementia and their unpaid caregivers. The model began on July 1, 2024, and will run for eight years.

# GUIDE Model: Two Components

The GUIDE Model delivers free, comprehensive, coordinated dementia care comprising:

## Dementia Care Management:

- Performed by HöttoCare
- Monthly personalized dementia clinical care and caregiver support
- 24/7 support

## Respite Services:

- CMS temporarily relieves eligible caregivers by allowing participants (PLWD) to receive in-home or facility based respite.
- ADPs & ADHCs both eligible
- ~\$2,500 per year per participant

# Respite services reimbursed per participant

Eligible participants can receive 25 days of respite care at Adult Day Services, fully covered by Medicare.

$$\begin{array}{ccc} \$105-\$125 & \times & 25 \\ \textit{per session}^* & & \textit{sessions} \end{array} \longrightarrow \boxed{\begin{array}{c} \$2,600 - \$3,100 \\ \textit{per eligible client per year}^* \end{array}}$$

\* Reimbursement rates are set by CMS and vary by each county's GAF (Geographic Adjustment Factor)



**GUIDE Eligibility**

# Who is Eligible?

## HöttoCare is available to people who:

- Are experiencing **cognitive decline**, or who have a **dementia** diagnosis (any stage)
- Have **original/traditional Medicare** with or without Medi-Cal
- Live at **home, assisted living, memory care, or personal care home** (not a nursing home)
- Are **not enrolled in hospice or PACE** program
- Reside in **California** (caregivers may live anywhere)



*Note: A dementia diagnosis is NOT required.*

# Requirements to Provide Respite Services

1. The Adult Day Services providing the GUIDE Respite Services **must be ONE of the following** at all times while providing GUIDE Respite Services:
  1. A Medicare-certified facility that can provide 24-hour care;
  2. A Medicare-certified provider that provides in-home respite services;
  3. **A Medicaid-certified adult day center;**
  4. A Medicaid-certified facility that can provide 24-hour care;
  5. A Medicaid-certified provider that provides in-home respite services; **OR**
  6. **In states requiring licensure or certification for entities or individuals to deliver respite services, the entity or individual must be licensed or certified where one or more of the following services are provided:**
    - a. respite care,
    - b. home care,
    - c. residential services,
    - d. adult day services, or**
    - e. residential facility or group home (not a private residence).



**Value for Adult Day Services**

# Respite services reimbursed per participant

Eligible participants can receive 25 days of respite care at Adult Day Services, fully covered by Medicare.

$$\begin{array}{ccc} \$105-\$125 & \times & 25 \\ \textit{per session}^* & & \textit{sessions} \end{array} \longrightarrow \boxed{\begin{array}{c} \$2,600 - \$3,100 \\ \textit{per eligible client per year}^* \end{array}}$$

\* Reimbursement rates are set by CMS and vary by each county's GAF (Geographic Adjustment Factor)



## Increase revenue with HöttoCare

**33**



**\$102k**

participants in GUIDE  
with HöttoCare

*revenue  
potential*

GUIDE pays ~ \$3,100 in respite care per eligible participant (medicare beneficiary) in Alameda, Contra Costa, San Francisco, San Jose and San Mateo County.

# HöttoCare's Business Impact

- **Increase census:** Existing participants come more often or HöttoCare refers new participants
- **Diversify revenue:** Get new GUIDE revenue, reducing reliance on grant or county funding.
- **Build client trust:** Give families elevated dementia guidance and infrastructure
- **Reduce behavior issues:** Participants may benefit from HöttoCare optimizing care & medications to reduce likelihood of aggression or behavioral changes.
- **Increase client retention:** Participants remain at home 2 years longer on average because of additional family support, planning and education.



# Up to 50 sessions covered by GUIDE in 2026

- 50 sessions → **up to \$6,250 / participant in additional revenue**
- CMS year restarts on July 1, 2026, so participants can attend Adult Day Services extra at no cost to the participant or the family.
- Eligible participants can use their respite benefits at your facility:
  - Year 1: Now through June 30, 2026 (**25 sessions available**)
  - Year 2: July 1, 2026 through June 30, 2027 (**25 sessions available**)
- Respite benefits are per participant per year → 25 sessions, 100% covered by CMS.

**Sign up to be a GUIDE Respite Partner and start referring participants with suspected cognitive impairment or dementia diagnosis today.**

Note: A dementia diagnosis is NOT required.



# Respite Partner Payments & Invoicing

# CMS Guide model funds Adult Day Services

- Adult Day Services are not direct billing entities in GUIDE.
- CMS reimburses GUIDE-participating clinical organizations, like HottoCare, not Adult Day Services directly.
- 100% of Respite reimbursements are passed through to Adult Day Services.

# Invoicing made easy

- Invoices can be completed when convenient for your organization
- Invoice form is very easy to use and only requires the following:
  - Organization
  - Participant Information
  - Name of Respite Provider(s)
  - Dates of Service
- Submit invoices by participant via form or for larger batch submissions, email us
- HöttoCare pays Adult Day Service within 90 days of invoice submission

Submit an invoice in less than 2 minutes.



# Getting Started

# Become a Respite Provider in 3 Steps

1) Email [partnerships@hottocare.com](mailto:partnerships@hottocare.com)  
or use the QR code below

2) Sign the simple **Partner  
Organization Service  
Agreement**

3) Submit a 2 minute digital  
**Intake Form**



## CMS approves application

Approval typically takes less  
than 3 months

**Get started now and go live  
by April 2026** to take  
advantage of  
**\$6,250** / participant in  
additional revenue in 2026

# Onboarding Participants Together

- Few participants or caregivers know about the GUIDE Model; it's important we work together to **get the word out** in your facility.
- We can help tailor outreach for your participants:
  - Flyer for your facility or newsletter
  - Virtual presentation for participants' caregivers
  - Caregiver calls



WE'RE PARTNERING WITH  
 HöttoCare

100% Paid for by Medicare

**GIVE YOURSELF A BREAK.**

**THIS IS THE DEMENTIA CARE YOU'VE BEEN SEARCHING FOR.**

- **No Cost to You.** 100% Covered by Medicare.
- **Paid Breaks** from Caregiving. Up to **\$2,500/year** in paid time off.
- **Physician-Led, Expert Team.** Backed by specialized physicians and care navigators to manage medications and complex behaviors.
- **No Referral** or Authorization Needed. We can start immediately, providing the rapid support caregivers urgently need.
- **Low Commitment.** As little as 5 minutes per month for quick check-ins, or more if you'd like.

Personalized Care   Licensed Experts   Transparent Communication

**FREE SERVICES**

- Support for Your Loved One
- Support for You, the Caregiver
- Virtual Visits & Medication Management
- On-Demand via Call or Text
- Orders for Labs & Imaging
- Caregiver Coaching & Peer Support
- Coordination with Existing Doctors
- Resource Navigation & Referrals

HöttoCare is a Medicare-certified provider in the GUIDE Model.

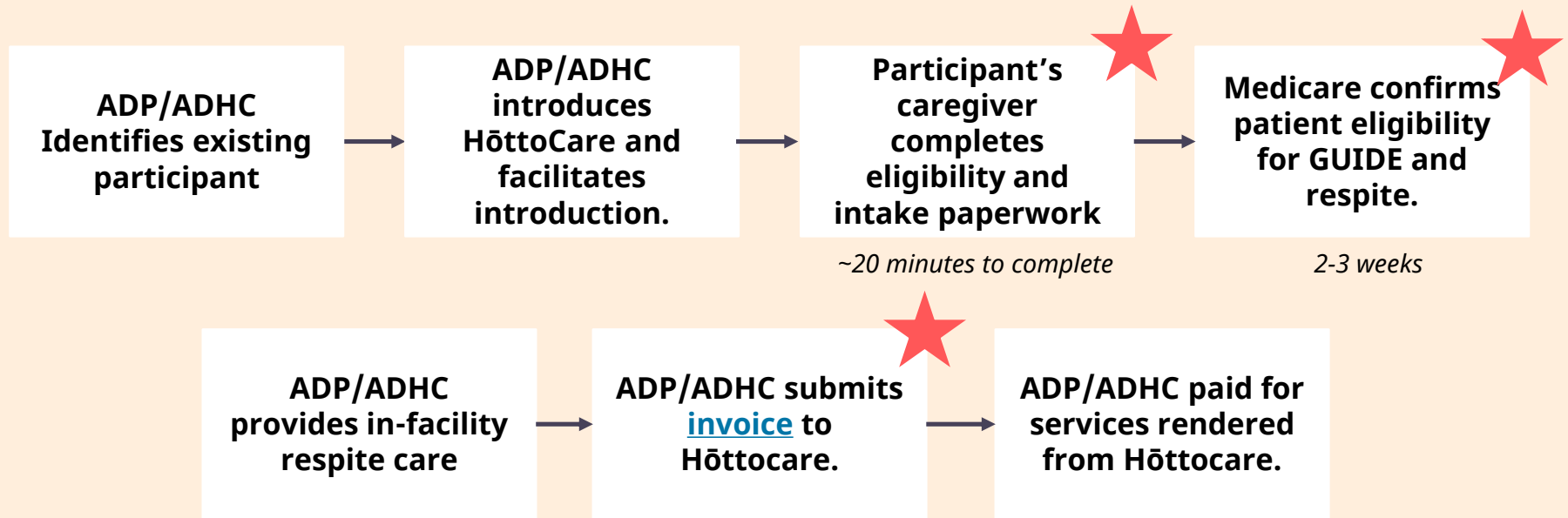
**GET STARTED**  
*Takes 2 minutes!*

Call or Text "Hi" to  
**76DEMENTIA**  
**(763-363-6842)**  
or visit  
**hottocare.com**  
or scan:



For More Information Contact  
[Home care agency]:  
555-555-5555  
www.website.com

# Onboarding Existing Participants





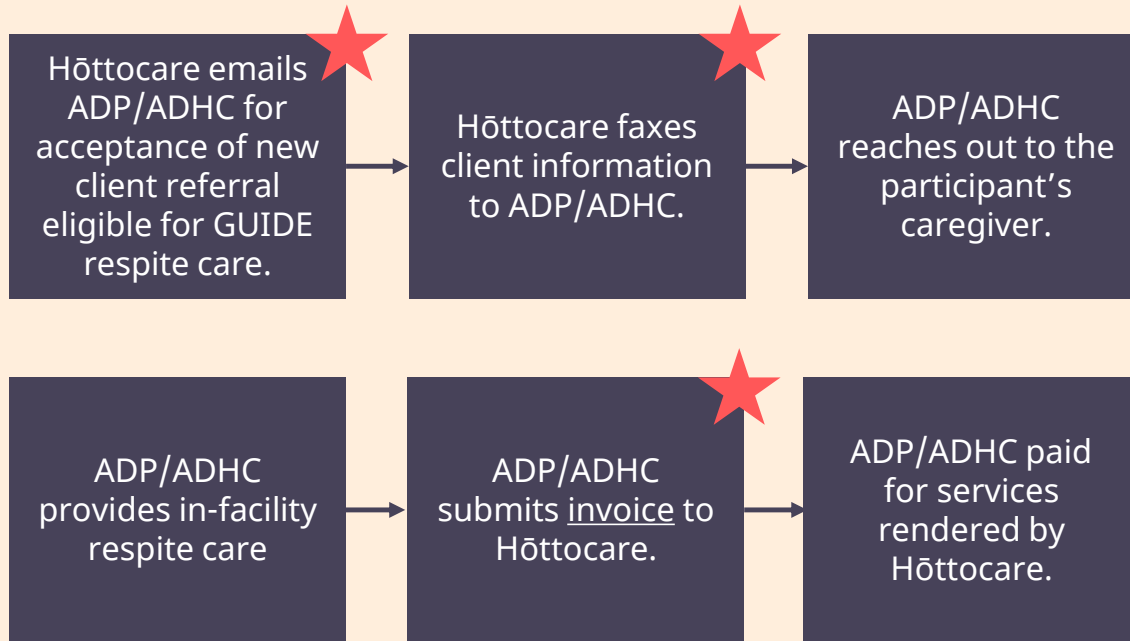
# HöttoCare is a trusted part of our local healthcare ecosystem

We're grateful to the caregivers from these organizations who have invited us into their care teams



*These organizations' providers or caregivers trust HöttoCare with their referrals.  
While there's no formal partnership, we're honored to support their patients with compassionate care.*

# Onboarding a HöttoCare Referral



# to Refer a Participant

**Text 'hi' to  
76DEMENTIA**

(763-363-6842)

And follow two prompts.

The process takes less than 30 seconds.

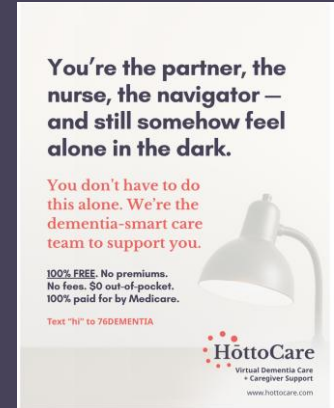
The caregiver can self-refer!

# to Build Awareness

Photograph this QR code to make the flyer available in your community:



[www.hottocare.com](http://www.hottocare.com)



# Respite services reimbursed per participant

Eligible participants can receive 25 days of respite care at Adult Day Services, fully covered by Medicare.

$$\begin{array}{ccc} \$105-\$125 & \times & 25 \\ \textit{per session}^* & & \textit{sessions} \end{array} \longrightarrow \boxed{\begin{array}{c} \$2,600 - \$3,100 \\ \textit{per eligible client per year}^* \end{array}}$$

\* Reimbursement rates are set by CMS and vary by each county's GAF (Geographic Adjustment Factor)



# Up to 50 sessions covered by GUIDE in 2026

- 50 sessions → **up to \$6,250 / participant in additional revenue**
- CMS year restarts on July 1, 2026, so participants can attend Adult Day Services extra at no cost to the participant or the family.
- Eligible participants can use their respite benefits at your facility:
  - Year 1: Now through June 30, 2026 (**25 sessions available**)
  - Year 2: July 1, 2026 through June 30, 2027 (**25 sessions available**)
- Respite benefits are per participant per year → 25 sessions, 100% covered by CMS.

**Sign up to be a GUIDE Respite Partner and start referring participants with suspected cognitive impairment or dementia diagnosis today.**

Note: A dementia diagnosis is NOT required.

# Become a Respite Provider in 3 Steps

1) Email [partnerships@hottocare.com](mailto:partnerships@hottocare.com)  
or use the QR code below

2) Sign the simple **Partner  
Organization Service  
Agreement**

3) Submit a 2 minute digital  
**Intake Form**



## CMS approves application

Approval typically takes less  
than 3 months

**Get started now and go live  
by April 2026** to take  
advantage of  
**\$6,250** / participant in  
additional revenue in 2026



# Thank you + Q&A

To get started or want to learn more email [partnerships@hottocare.com](mailto:partnerships@hottocare.com)



# HōttoCare Explained: For a Participant's Family



100% Paid for  
by Medicare

# Give Yourself a Break.

HöttoCare is the Dementia Care Partner  
You've Been Searching For.

Feeling worn out from 24/7 care? You've reached your limit. It's time for a sigh of relief.  
HöttoCare provides the expert support and paid breaks you need  
to be the caregiver you want to be.

*Certified by Medicare as a **GUIDE** program dementia care provider.*

# Dementia Caregivers

**70%**

find care  
coordination  
*stressful*

**97%**

want  
navigation  
*support*

A caregiver is supporting an elderly person with dementia in a hallway. The caregiver is on the right, wearing a pink floral shirt and dark pants, holding the hand of the elderly person. The elderly person is on the left, wearing a light blue jacket and dark pants, holding a blue cane. They are walking away from the camera down a hallway with a patterned carpet and framed pictures on the wall.

“Supporting the caregiver may be the most effective way to support the person with dementia.”

Dr. Mittleman, NYU Langone

# Seeing Behavior Changes?

If you are supporting someone with dementia or early memory loss - **especially if you are noticing unsteadiness, aggression or behavioral changes** - contact us for immediate help.

## Stabilize Short-Term Issues

- Assess if the individual has early memory loss or dementia
- Get strategies to deal with a new diagnosis of dementia
- Understand if medications are causing aggressiveness or behavioral changes
- Get 24/7 dementia care support

## Manage Long-Term Care

- Get a personalized care plan and roadmap
- Develop strategies for better home or facility care
- Optimize care with regular check-ins
- Get a rest break, with \$2500/year in Respite Care

# How HöttoCare Works

## Personalized Care

**Personalized dementia clinical care** with medication, insurance & referral management by physicians.

## Flexible & Urgent Help

**Family can text us** - and we'll give them support right away.

## Caregiver Support

Caregiver gets **\$2,500+ yearly allowance** for them to rest and use your services.

## 100% Covered

**Services are covered by Medicare** as part of the GUIDE program, and there are no hidden fees.

Text-Based support! | No app to download. | No mandatory appointments.

# HöttoCare Service Options

Choose what is right for your family, when you are ready

- Dementia diagnosis & stage
- Virtual visits
- Simplify complex medication lists - with prescriber input
- Communication with your existing care team
- In-home safety assessment
- Shareable comprehensive action plan
- Medi-Cal, VA, financial, legal, residence navigation
- \$2,500 yearly allowance for caregivers to take a break
- Caregiver coaching (multilingual)
- Peer groups



# HöttoCare Roles

Our physician-led team of dementia experts give insights into the person with dementia's needs, help you problem-solve challenges, and get you connected to a kind, competent community.

## First-Line Support

### Care Assistants

We're available by phone or text, and help patients and caregivers with onboarding and everyday needs. In times where they need clinical or care navigation support, we'll get them connected to the right HöttoCare teammates right away! We may also do a one-time home assessment to learn more about the patient, caregiver, and their needs.

### Care Navigators

We partner with patients and caregivers to assist them in following the care plan, navigating the healthcare system, and with whatever related non-clinical support they need. We connect through messaging, phone calls and occasional video visits.

## Clinical Care

### Physicians

We create care plans, manage medications, and when needed, join your discussions with our care team. We verbally talk with your doctors about changes to your medication list.

Internally, we oversee our entire team to keep everyone connected on care, and train teammates to keep everyone on top of the latest science and best practices - ensuring that our patients receive the highest quality of care.

### Advanced-Practice Clinicians

When patients or caregivers message or call HöttoCare with medical questions, we're the people to respond! We can provide medical visits by video or phone, manage medications, and place orders for the labs and meds patients need.

### Social Workers

We lead caregiver group sessions and support complex case discussions, offering patients and caregivers personalized and practical solutions for each individual's complex needs. We're trained as Licensed Clinical Social Workers.

# What People are Saying

“This is very comprehensive. I haven't experienced anything like it. It gives me both a big picture view and detailed recommendations about my mom's dementia.”

- S.T.

“I really appreciate the thoughtful check-ins and guidance. It feels like someone cares and that means a lot.”

- I.N.

“The onboarding has been great! Feels super flexible. And I've been able to do it at my own pace.”

- R.B.

“I'm used to having to wait until I've completed all my paperwork before I get help. Here, I was feeling supported from moment one.”

- C.A.

“This is saving my life. I'm so grateful. Thank you.”

- W.P., Person living with dementia