

PRESS KIT

HōttoCare

A sigh of relief for dementia caregivers. Free, Medicare-covered care navigation that keeps loved ones at home.

MEDIA CONTACT

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OVERVIEW

You are not alone.

HöttoCare exists to walk alongside families navigating dementia — with warmth, clarity, and unwavering support. We translate complex care options into simple next steps, connecting Bay Area families to free, government-funded dementia care navigation under Medicare's GUIDE Model.

Families shouldn't have to collapse before getting help.

— Dr. Yumi Taylor, Founder

The Crisis

Dementia is a growing public health emergency, and the systems meant to support families are not built to meet the moment.

- **500,000+** Californians live with dementia — yet fewer than 1% access proven support.
- **50%** of caregivers quit their jobs or face severe burnout.
- **70%** of adults who live to 75 will require long-term services and support.
- **60%** of healthcare workers say the system fails dementia families — yet 75% lack the training to help.
- **70%** of caregivers call care coordination "stressful," and 85% would switch providers for navigation support.
- **90%** of dementia care needs — coordination, social services — have no payment model through health insurance.

Total economic burden of dementia in the U.S. was estimated at \$305 billion in 2020, and could reach \$1.5 trillion by 2050. No cure or proven disease-altering drug currently exists.

THE SOLUTION

Care that meets families where they are.

HöttoCare is a Bay Area, clinician-led program selected for Medicare's GUIDE Model — a national initiative built on peer-reviewed research, including the NYU Caregiver Intervention (NYUCI). The evidence behind this model of care is well established:

- Delays nursing home placement by 50%, or nearly 2 years (Neurology, 2006)
- Caregiver needs are shown to predict nursing home placement (JAMA, 2002)
- \$1 billion in savings demonstrated in a single state budget (Health Affairs, 2014)
- Reduces ER visits by 30% (UCLA study)
- Improves quality of life and reduces depression for patients and caregivers alike

How It Works

Stabilize crises

Clinical support for aggression, wandering, and medication issues, plus same-day help for new dementia diagnoses.

Manage long-term needs

Monthly check-ins around immediate needs and caregiver education, with care coordination alongside a family's existing doctors.

Support caregiver time off

\$2,500 per year for caregivers to take breaks, covered by Medicare, plus multilingual peer groups and education.

Who's Eligible

- Residents of California
- Anyone with traditional Medicare — no dementia diagnosis required
- Living at home or in assisted living (not nursing homes)
- Patients keep their existing doctors — no change in primary or specialty care needed

WHY IT'S URGENT

The help exists. Awareness doesn't.

Despite 100% Medicare coverage, only 40 Bay Area families currently use HöttoCare. Meanwhile, dementia incidence across Bay Area counties is projected to grow 60–80% over the next decade, according to State of California data.

GUIDE funding remains strong amid federal cuts. Recent \$1 billion in CMMI reductions hit Medicaid programs — not Medicare's GUIDE Model. The program's 8-year duration, cost-saving design, and likely adoption by private payers help insulate it from further cuts.

Core Facts

Cost	Fully covered by traditional Medicare — no surprise bills
Respite	\$2,500/year for caregiver breaks, errands, and rest
Diagnosis	Not required prior to onboarding
Founded by	Bay Area physician, evidence-based (GUIDE Model)
Coordination	Virtual care team support between visits
Access	Text-based support — no app download required
Service area	All of California
Existing care	Patients keep their current doctors and specialists

LEADERSHIP

Yumi Taylor, M.D.

Founder & Head of HöttoCare

Dr. Taylor has dedicated her career to caring for aging adults — beginning as a caregiver in a community group home and later as a primary care physician. Her first role was in her rural hometown, delivering care across the full continuum: hospital, rehab and post-acute care, home visits, nursing homes, free clinics, Medicaid clinics, and her own office. That hands-on experience, typical of small-town doctors serving predominantly aging adults, gave her a deep understanding of a broken model of care.

Seeking to expand her expertise, Dr. Taylor returned to academics for two years of executive training in healthcare technology management. She went on to lead a multidisciplinary team of clinicians, developers, and designers within a large healthcare system, innovation center, and health plan to develop a modern, virtual, team-based primary care product that exceeded quality and patient experience benchmarks. Though originally designed for younger, healthier patients, the model became a lifeline for family caregivers of aging adults losing independence — leaning into dementia diagnosis within existing primary care practices, flexible communication with family caregivers, and the removal of high-risk medications.

Recognizing the need for a more comprehensive approach, Dr. Taylor founded HöttoCare — a wrap-around clinical and social support model for individuals with dementia and their family caregivers.

Medical training	UPenn, Stanford
Practice experience	19 years
Board certification	Internal Medicine, Clinical Informatics
Dementia CME	Harvard, UCLA/Alzheimer's

Dr. Taylor and members of the caregiver and research community are available for interviews.

PRESS RESOURCES

Story angles.

For journalists covering caregiving, healthcare policy, or aging in America, HöttoCare offers several timely story threads:

- The closest thing to a dementia "cure" isn't a drug — it's caregiver support, and Medicare now pays for it.
- A Bay Area doctor's free dementia program that could keep loved ones out of nursing homes.
- Why aren't more Bay Area families using a fully Medicare-covered support program that already exists?
- How GUIDE is testing whether value-based care can solve two crises at once: dementia care and provider burnout.

Selected References

- NPR — Medicare explores a new way to support caregivers of dementia patients
- CMS — Guiding an Improved Dementia Experience (GUIDE) Model fact sheet
- Dr. Mittelman, PLOS ONE — Belgium feasibility study applying NYUCI
- Neurology (2006) — Caregiver intervention and delayed nursing home placement
- JAMA (2002) — Caregiver needs and nursing home placement
- Health Affairs (2014) — State-level cost savings from caregiver support models

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