



# Digital Inclusion

Increasing the Health  
and Wellness of  
Your Members

Solutions for Meeting the New CMS  
Digital Health Literacy Screening &  
Education Requirements

# Who we are

Cyber-Seniors has been providing technology training for older adults since 2015. We employ a team of dedicated tech training professionals with a wide range of experience in working with older adults, and train tech-savvy volunteers as digital mentors to augment our services. In addition, we collaborate with academic institutions to carry out active research, analyze the impact of our programs and assist us in developing innovative approaches.

Our programs and services reduce disparities in health and healthcare by:

- Providing training in English and Spanish and telephone support in over 10 different languages.
- Addressing the needs of low-income individuals by advising them on options for affordable equipment and connectivity.
- Ensuring cultural sensitivity through a network of multilingual tech volunteers.
- Developing resources and programs designed specifically to meet the needs of the most vulnerable older adults including visually-impaired, LGBTQ+, memory-impaired and more.

Our programs and services have proven to be effective in reducing social isolation and increasing the day-to-day use of technology by older adults. Partnering with Cyber-Seniors equips Medicare Advantage providers with an effective, cost-efficient solution to meet the new CMS Digital Health Literacy Screening & Education Requirements.

# I Identify and Train Members with Digital Readiness Gaps

## Digital Readiness Assessment

Our custom Digital Readiness Assessment is an over-the-phone assessment, carried out by Cyber-Seniors' experienced technology trainers to determine your members' digital literacy skills, barriers to learning, learning style and overall interest in advancing technology skills.

This information is used to develop a personalized training plan.

### The plan may include:

- Information on where to access free or affordable internet and equipment.
- Individual over-the-phone training on how to use their device to access the Internet and use various communication platforms such as Zoom.

- Development of a self-directed custom training plan, which will include suggestions for group training webinars (available through Cyber-Seniors) and suggestions for resources found on the Cyber-Seniors' site, on the Medicare provider's site and/or other third-party resources.

This program provides up to four hours of focused training with unlimited practice and ongoing support. The program is delivered by Cyber-Seniors' experienced technology instructors, augmented by Cyber-Seniors' trained volunteer mentors.

*Note: Training webinars can be customized for Medicare groups and cover a variety of tech related skills (see below).*

**Price: Please contact us for more information or to receive a quote.**



# | Custom Services to Address Low Digital Literacy

## Custom Training Webinars

Cyber-Seniors will deliver live, virtual technology training webinars for your members. Webinars will include a formal presentation followed by a Q & A session for attendees. The presentation portion of the webinar will be recorded and lightly edited for resharing and posting on your website or social media platforms.

**Price: \$250/webinar**

[Click here to see an example of our work](#)



## Custom Training Videos

Cyber-Seniors will produce branded, custom training videos that teach older adults how to access your web-based products, services and resources. Content is presented in an easy-to-understand format that specifically addresses the learning styles of older adults.

**Price: \$500/minute**

[Click here to see an example of our work](#)

## Virtual Communities

Cyber-Seniors will create a branded virtual training and resource landing page for your members. The page will include links to Cyber-Seniors' daily webinars, a portal to book personal virtual training and support sessions, a dedicated telephone support line as well as links to your organization's custom content and resources.

**Price: Starting at \$3,000**

[Click here to see an example of our work](#)



# | Showcasing Your Company's Commitment to Creating Digital Equity

## **In-Person Technology Training Events**

Cyber-Seniors will work with your organization to launch in-person technology training events in communities you serve. Events will include technology-themed entertainment in the form of short video clips, training webinars and learning activities using a hybrid model of live and virtual format. A representative from your organization will be invited to host the event and provide information on your company's services.

**Price: \$5000/event**



## Broadcast with Cyber-Seniors

Cyber-Seniors can help you reach a wide audience of engaged older adults by delivering a live or pre-recorded branded webinar through our platform. Recorded webinars will be shared up to 3 times during Cyber-Seniors' regular scheduling and will be promoted to Cyber-Seniors' 20,000 newsletter recipients.

**Price: \$1000**







*“I am glad I have this opportunity to say thank you for the iPad program and Cyber Seniors training. I already know very basic, but learned about useful apps, and many interesting features in ZOOM. I learn something new in each class, and that makes me excited. Our instructor Anny sends us YouTube videos after the class so we can review or follow up when you miss the class. Thank you again for the program so seniors like me can survive and live in the modern digital societies.”*

Kazuko Baumgardner

Senior Participant, Los Angeles, CA

California Department of Aging

Connections, Health, Aging and Technology (CHAT) program



Participation is free  
Open to boys and girls ages 6-14

Connecting Generations  
**Cyber-Seniors®**