



FOR MEMORY CARE HOMES · LTC OPERATORS · RESIDENTIAL CARE FACILITIES

Your residents call their families all day. Most of those calls go to voicemail.

KindredMind gives each resident a dedicated number that answers in their family caregiver's cloned voice, warm, patient, and built from real family history. Every call answered. Every family informed. Zero burden on your staff.

No installation. No changes to your phone system. Families set it up themselves.

20–40

calls per shift from the average memory care resident

86%

of dementia patients experience separation anxiety

0

existing approaches that resolve the anxiety, not just the call

3–5 min

average staff time lost per unanswered-call incident

What your staff absorbs every shift

Your care workers are trained to provide hands-on care. But a significant portion of every shift is spent managing the emotional fallout from unanswered family calls: redirecting distressed residents, fielding questions from families who could not reach their loved one, and absorbing the secondary stress that comes from watching someone they care about spiral into anxiety.

The resident is not distressed because something is wrong. They are distressed because the person who means safety to them did not answer. That is not a care failure. It is a communication gap, and it compounds: one unanswered call leads to two more, then four.

KindredMind closes that gap at the source. The family caregiver's cloned voice answers the call. The resident hears the voice that means safety. The anxiety resolves. Your staff can focus on the care only they can give.

PARTNERSHIP OPTIONS

Referral Partnership

For facilities exploring informally

- ✓ Co-branded family resource cards
- ✓ Care workers join Advocate Program individually
- ✓ No facility agreement or commitment required

No cost to your facility

Formal Facility Partnership

For full family engagement integration

- ✓ Facility-branded onboarding materials
- ✓ Monthly aggregate summary reports
- ✓ Staff advocate program, coordinated centrally
- ✓ Priority support and direct contact

No fees to facilities

Request a partnership call at kindredmind.care/memory-care-facilities





How it works for your facility

Simple. No IT work. No infrastructure changes. No staff training required.

01

Families set it up. You don't.

Each family completes their own KindredMind onboarding: voice recording, history, and intake, directly with us. No IT involvement, no hardware, no facility coordination.

02

Your residents get a dedicated number.

Each enrolled resident receives a personal KindredMind number the family shares with them. When they call, they hear their family member's voice, 24 hours a day including nights and weekends.

03

Your team sees the difference.

Enrolled residents make fewer distressed escalations. Families report feeling more connected. Staff spend less time on emotional redirection and more on hands-on care.

Why nothing else works

Based on peer-reviewed dementia care research, Alzheimer Society of Canada guidelines, UCLA Health, and UCSF Memory and Aging Center published guidance.

APPROACH	WHAT ACTUALLY HAPPENS
Taking the phone away	Anxiety has nowhere to go. Violates least-restrictive-option principle. Most families give it back within weeks.
Call blocking and quiet hours	Blocks the call, not the anxiety. Makes underlying anxiety worse over time.
Voicemail	Many loved ones cannot leave messages as dementia progresses. Adds guilt, increases scam-call vulnerability.
Not answering	The most common approach and most costly. Research links ignored calls directly to greater caregiver burnout.
Scheduled calls	Stops working as dementia progresses. By the time families find KindredMind, scheduled calls have already failed.
✓ KindredMind	Every call answered in a familiar, loving voice. Anxiety resolved. Family sees a summary. Works as dementia progresses.

Sources: Alzheimer Society of Canada · UCLA Health · UCSF Memory and Aging Center · 2024 RCT: PubMed 38646803



The clinical basis

Separation anxiety in dementia is well-documented. Residents experiencing it are not confused: they are responding to a real need, the reassurance of a familiar presence. The correct clinical response, per Validation Therapy and Alzheimer Society of Canada guidelines, is warmth, patience, and the sound of a familiar voice.

Simulated Presence Therapy has been studied since the 1990s as an evidence-based response to dementia separation anxiety. KindredMind advances that framework: the resident receives a responsive presence in their caregiver's cloned voice. It is not a recording. It is a presence.

Two ways to partner

Referral Partnership

Best for facilities exploring informally

Co-branded family resource card for welcome packages

Care workers can join the Advocate Program individually

No facility-level agreement, no cost, no commitment

<https://kindredmind.care/memory-care-facilities>

Formal Facility Partnership

Best for full family engagement integration

Facility-branded onboarding materials for resident families

Monthly aggregate summary report: call volume and engagement

Staff advocate program coordinated at facility level

Recognition in KindredMind's partner directory

Priority support and direct partnership contact

<https://kindredmind.care/memory-care-facilities>

* Formal partnership terms provided in writing before any commitment. No fees to facilities. KindredMind revenue comes from family subscriptions only.

Why we built this

“She just needs to hear my voice. I built this so she always does, even when I can’t get to the phone.”

Kirstin Thomas, co-founder of KindredMind
Primary caregiver to Sharon, 82, frontotemporal dementia, Ontario

Built by Kirstin Thomas, co-founder and primary caregiver to her mother Sharon, who lives with frontotemporal dementia in a memory care home in Ontario.

Get in touch

Whether you are exploring informally or ready to discuss a formal partnership, we will follow up within one business day.

<https://kindredmind.care/memory-care-facilities>