

Veteran Brookdale Senior Living Executive Joins Innovative Caregiver Platform, TapRoot's Ella®

Juliet Holt Klinger brings cutting edge dementia care programing to TapRoot's interactive platform for caregivers for persons with neurocognitive issues.

PHOENIX, ARIZONA, USA, April 12, 2023 /EINPresswire.com/ -- Juliet Holt Klinger brings 35-plus years of experience designing and executing cutting edge

Alzheimer's and dementia care programing to novel technology company TapRoot Interventions & Solutions (TapRoot). As EVP of Strategy and Growth, Juliet will support product innovation for TapRoot's interactive platform, Ella®, designed especially for caregivers and persons with neurocognitive disorders.

The logo for TapRoot Interventions & Solutions. The word "TapRoot" is in a large, blue, sans-serif font. Below it, the words "Interventions & Solutions" are in a smaller, blue, sans-serif font.

Ella is a mobile, interactive platform for caregivers, allowing for on-the-spot field-tested problem solving for over 60 of the most common behavioral reactions and care challenges. Ella offers a suite of caregiver benefits that provide ROI benefits to senior living and home care partners.

Specializing in developing and directing teams to execute quality person-centered care and programming, Ms. Holt Klinger will develop and have oversight of growth, marketing and customer engagement as TapRoot builds its customer success program.

"We're thrilled that Juliet is joining our TapRoot leadership team," says CEO Scarlett Spring. "Juliet has seen every new product and innovation in the senior living space for almost two decades. The fact that she is joining us to scale TapRoot's Ella is evidence of the need and potential to disrupt the space."

As a nationally recognized and respected thought leader, Juliet is leveraging her experience with innovating dementia care products and services to ensure Ella's product road map maintains its competitive-edge and positions TapRoot for future growth. Additionally, Juliet will lead TapRoot's customer-focused efforts as well as play a pivotal role in scaling Ella for better outcomes for people living with dementia.

"I am very excited to be joining the executive team at TapRoot," Holt Klinger says. "For decades, I have worked on training and coaching programs that attempt to transfer complex dementia knowledge and expertise to caregivers, and most frankly, fail to do so. The needs of our careforce are changing rapidly and our approach to developing competencies should change as well. Supporting stronger care partnerships by getting critical life story information, individualized interventions, and effective problem-solving techniques directly into the hands of care partners is what the best person-centered dementia care is all about. Ella does that in an instant. I truly believe that the Ella app will prove to be transformational technology for the dementia care space, and I'm thrilled to be a part of that."

ABOUT TAPROOT

TapRoot Interventions & Solutions, Inc. created the digital assistant Ella®, the first personalized care management platform designed especially for caregivers of persons with cognitive deficits. Ella is elevating caregiving with evidenced-based behavioral approaches to mitigate behavioral expressions of persons with Alzheimer's, dementia and mental illness. Ella supports population health management principles and enables outcome measures for long-term care operators and payers. To learn more, please visit <https://TapRootElla.com>

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