

Graceful Transitions Coaching is breaking new ground and leading an industry transformation by utilizing DocuSign solutions.

For the first time, physicians' offices, hospitals, and skilled nursing facilities now have electronic options thanks to TheROYL, LLC website through Graceful Transitions Coaching, utilizing PeaceSign™.

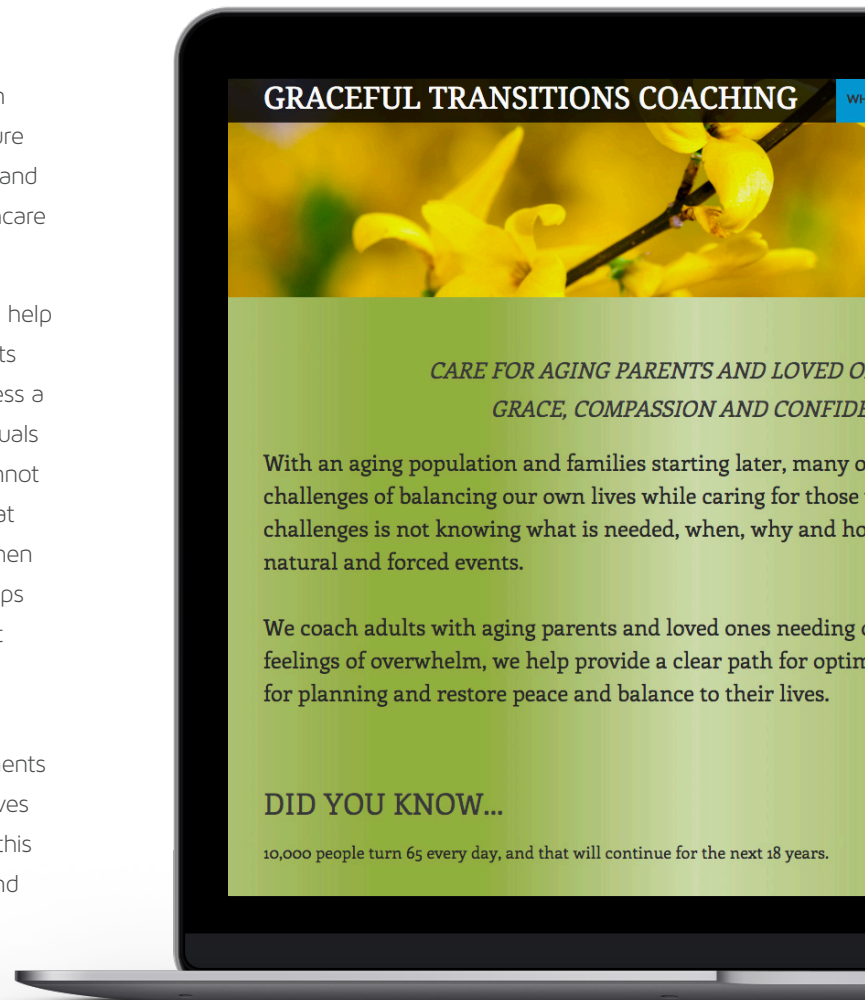
Summary

End of life planning isn't a topic most people like to focus on, yet most will agree it is highly important to do. With an aging baby boomer population, it is estimated that ten thousand people turn 65 every day. Caring for elderly loved ones, and planning for future events that families are tasked with, whether addressing natural and forced life changes, is a daunting challenge for individuals, healthcare and business.

Graceful Transitions Coaching provides insight and useful tools to help people navigate and thoughtfully prepare for significant life events with its partner TheROYL, LLC. PeaceSign™ was created to address a growing problem with today's aging population. "We help individuals plan and document their wishes with PeaceSign™ when they cannot speak for themselves. We help them find comfort in knowing that their requests have been heard and are available & accessible when needed, virtually anywhere, anytime. Fulfilling these requests helps bring peace of mind and a sense of comfort when facing difficult decisions," says Joanne Danielson, Founder.

The Challenge

Graceful Transitions Coaching assists people in navigating documents that are essential to end of life planning, such as advance directives and coaching on how to manage caring for loved ones. Most of this information is widely provided and available via state websites and other internet sites, but it is a paper driven process. People must



Results Achieved

- ✓ Able to provide their services electronically because of DocuSign solutions
- ✓ Pioneering new processes and are the first in their industry to provide an e-signature process

understand which documents they will likely require, where to find them, and then the documents must be downloaded, printed and signed. Graceful Transitions Coaching is working to streamline the entire process via DocuSign. The endeavor's goal is to alter the current paper driven system.

Because these documents involve personal and medical decisions at end of life, there are legal requirements for signatures and security. Graceful Transitions Coaching not only needed a reputable and secure solution, it needed an eSignature partner that has approval with institutions such as Medicare. "The challenge was to have 24/7, 365 day availability, secure access via internet service - and for healthcare advocates, witnesses and primary providers to be copied on completed documents. We also needed a service for Electronic Medical Records and Health Information Management Systems (IT) that are Medicare compliant," states Danielson.

A seamless and less turbulent flow of documents and accessing information during difficult and often life-and-death situations is a top concern for Graceful Transitions. "Requests for medical records must be submitted in writing to send the documents by fax to the hospital or ER. Since medical record departments are not open 24/7, 365 days, access to these documents may be delayed to the provider or person requesting them, which could result in medical intervention that may or may not be desired," adds Danielson.

Solution

"Graceful Transitions partnered with DocuSign. We looked at other eSignature services, but DocuSign is the leader and most well-known and widely accepted for what we needed to accomplish," says Danielson. "DocuSign is Medicare approved and is globally accepted in EMR/HIM systems, and it works on a mobile device of preference, is available on multiple applications, and integrates with various cloud solutions healthcare providers are already using," she concludes. "We created our own trademark PeaceSign™ for these and other documents we will offer soon."

"When making choices of what you want if you cannot speak for yourself, trust becomes a vital component, and while evaluating the security of an eSignature platform might not be top-of-mind

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"By using DocuSign as our e-signature platform, we are the first and only provider offering this service and will continue to offer more documents in the future."

- Joanne Danielson, Founder/Owner,
Graceful Transitions Coaching

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during such a time, the DocuSign brands legacy certainly helps," Danielson notes. "DocuSign is the most reliable and globally trusted service for electronic transactions. It boasts 50+ million customers globally, top-level security, and is always available."

Results

Graceful Transitions Coaching and TheROYL, LLC know that when it comes to regulated documents and records, such as Advance Directives, the ROI with DocuSign is significant, not to mention the fact that without an electronic solution, Graceful Transitions Coaching's entire business model and goals would not be feasible. "The value of partnering with DocuSign is immediate credibility. The DocuSign brand is widely known and respected as the leader in global electronic signatures and data security. We would not have been able to approach the medical or business community if we used another eSignature platform. DocuSign is vetted in ALL healthcare organizations, it is accepted by Medicare, it is IT compliant and there are no custom programs or interfaces to accept the documents into EMR systems," Danielson remarks.

As a start-up, measurable use cases are limited, but Graceful Transitions Coaching has done many pro-bono workshops in this field since 2013. TheROYL, LLC is under a pilot study at UNR School of Medicine's Sanford Center for Aging and expects to realize significant value by using DocuSign in 2017. We anticipate a rapid return on our investment in 2017.

To date, the response and ease of use has been exceptional for Graceful Transitions Coaching, so much so, they say they already have plans for expanded DocuSign use going forward.



About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

For U.S. inquiries: toll free 866.219.4318 | DocuSign.com

For EMEA inquiries: phone +44 203 714 4800 | email: emea@docusign.com | docusign.co.uk

For APAC inquiries: phone +61 2 9392 1998 | email: apac@docusign.com | docusign.com.au

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