

ZiphyCare Featured in Crain's New York Health Pulse



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In-home telehealth startup partners with city on domestic violence training

ZiphyCare, a telehealth startup that provides in-home care, on Wednesday announced it had worked with the mayor's office on a program to teach its staff to spot signs of partner violence and elder and child abuse.

The Garment District-based company sends a coordinator to a patient's home to facilitate the services of a remote physician. The training program teaches coordinators a methodology that enables them to identify and act on signs of domestic violence as an added layer of care.

ZiphyCare reached out to the Office to End Domestic and Gender-Based Violence in April following a report published that month that observed a 400% increase in intimate partner violence reports during the pandemic. Statistically, that meant many of ZiphyCare's clients may have been in a vulnerable situation, and the company wanted to ensure it was trained to react appropriately to protect clients and its coordinators, said Rada Sumareva, CEO at ZiphyCare.

In the following months, the office worked with ZiphyCare to design training modules for its staff. The partnership had no financial terms.

The program allows ZiphyCare to train the team virtually, Sumareva said. This enhanced methodology allows ZiphyCare to deliver a more holistic service to its clients, she added.

"They are our neighbors, and we have a duty to provide them with the highest level of care beyond diagnostic analysis of health," she said.

As a woman-led business, ZiphyCare understands that health care providers have a special responsibility to be mindful of protection and prevention, not just treatment, she said.

ZiphyCare's program is one of many tailored trainings to city agencies and community-based organizations on topics across the spectrum of gender-based violence, said Cecile Noel, commissioner of the office. "We are pleased to conduct trainings for community partners seeking to enhance their responses to domestic and gender-based violence," Cecile said. —S.S.

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For more information about ZiphyCare, or to set an interview with the Founders, contact sethcohenpr@earthlink.net, www.sethcohenpr.com