

# Why Caregivers Matter

**In the last year, approximately 43.5 million adults provided unpaid health-care assistance to a loved one in the last 12 months.**

**The economic value of services provided by caregivers was estimated to be \$470 billion in 2013.**

**The average family caregiver spends 24.4 hours per week providing care, on top of working and managing other family priorities.**

**Approximately 1 in 10 Americans over the age of 60 have experienced some form of elder abuse, often related to improper caregiving.**

Every year, families face emotional stresses and financial challenges due to healthcare crises. When a member of the family is injured or receives a life-changing diagnosis, the whole family can feel the pressures of managing care. When someone is forced to become a full or part-time caregiver for a loved one, they can face heightened stress levels, decreased productivity at work, and financial pressures, among many others.

## Our Solutions

Our **Caregiver Solutions** program is designed to efficiently and comprehensively help caregivers manage every step of the caregiving process. We use industry-leading technologies and healthcare experts to design solutions for the family caregiver. From assisting with medication tracking to advocacy help for loved ones to tools for managing personal wellness and stress, we will be there to help families adjust to the realities and demands of providing care to an aging, sick, or injured loved one. **Caregiver Solutions** add differentiated value to your clients or employees, strengthen and deepen your relationships, and increase loyalty. These solutions can also become part of a significant, revenue-generating program.

### CAREGIVER ADVOCACY

A personal caregiver advocate is available to provide one-on-one consultation and help address urgent needs. They help plan for and assess benefit eligibility and long-term care needs, and help answer specialized questions about specific illnesses.

### FRAUD AND ESTATE

Protecting a loved one's financial assets must be a priority for caregivers. We assemble and replace any essential documents, and help resolve any existing fraud. A fraud specialist is there in the future to deal with settling the estate or new claims.

### INFO RESOURCES

We provide extensive informational and educational resources for caregivers. All of our information links back directly to federal databases and help caregivers screen medical providers and long term care solutions in advance.

### MEDICARE ASSISTANCE

Our Caregiver's Guide to Medicare helps caregivers understand the Medicare system and ensure the best care for their loved ones. We help caregivers understand guidelines, provide screenings for initial needs, and help reduce costs.

### PERSONAL WELLNESS

We provide resources to help caregivers manage their own stress and health as well. From task management strategies to stress relief tools, we help caregivers balance the demands of caregiving in all aspects of their life.

## WHO WE ARE

Over the last seven years, we have partnered with banks, financial advisors, carrier groups, healthcare groups, employers, and more to deliver valuable solutions and tools to family caregivers. We pride ourselves on our forward-thinking technologies, our customizable services, and our decades of industry experience. Since our operations began seven years ago, we have grown our business to service millions of members around the country. Our unique services focus on delivering high value services and solutions to our customers, and have resulted in retention rates of greater than 90% across our client base.



**Founded in 2011**



**90% Customer Retention Rate**



**9.5 million active members**



**Major Distribution Channels:** Banks, Carriers, Associations, Brokers, EAPS, Credit Unions, Healthcare Groups