

GERICAREFINDER™

Your Single Search for Elder Care™



Finding Help is as Easy as **1 2 3**

1. **Find GeriCare™** defines, locates & helps you evaluate care providers or facilities with photos and service profiles.
2. **Advisory Resources** like Elder Law Attorneys, Estate Planners & Medicare Consultants help you make the right decisions.
3. **Products & Services** from hearing aids & health alert items to home maintenance or modification makes staying at home easier.

Your employees need our Single Search Solution of all Products, Services, Care Providers & Professional Resources to help them find care for senior parents & elderly loved ones

Facts About Your Employees

According to the National Family Caregivers Association:

- ➔ About 41% of the US workforce is faced with caring for an older adult or loved one
- ➔ 50 million Americans are caring for loved ones
- ➔ 7 million Americans are caring for a relative who lives far away

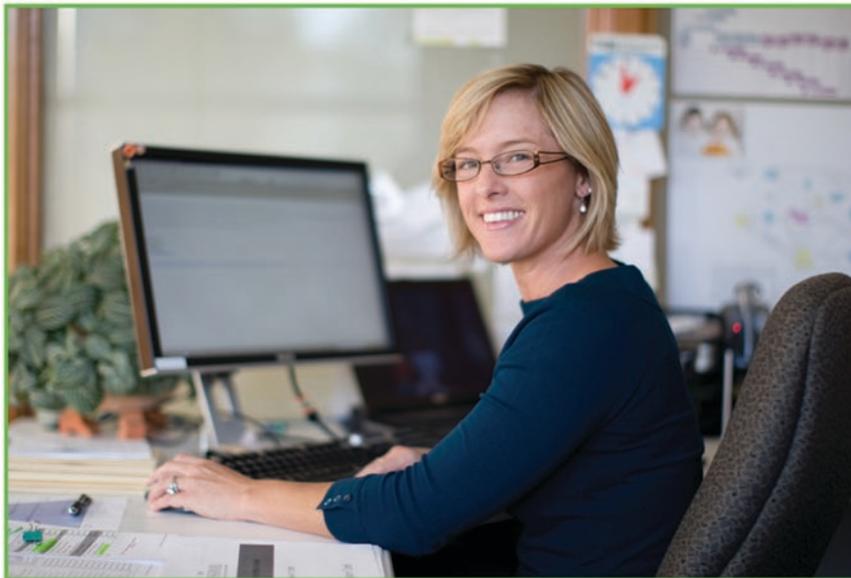
According to the National Association for Female Executives who help care for seniors:

- ➔ 89% report increased stress
- ➔ 25% said the strain had negatively impacted their career
- ➔ Only 19% believed their employers supported them "a great deal" on senior care

Stress, lost productivity, sick days, inattentiveness... you've seen it in both regular **AND KEY** employees, because taking care of a senior loved one is just plain difficult!

You can help them at no cost to you!

The **My GeriCare Workspace** provides friends and family a centralized, personal, password-protected online location for saving, organizing and sharing information. The group can communicate with each other, assign and accept tasks, send research results or direct others to contact care providers, products, services and professional advisory resources from the GeriCareFinder web site. This feature keeps everyone informed and focused on getting the best care for his or her loved one, no matter where they live, **reducing emails and phone calls at work.**



What We Ask Of You & Your Company

- ➔ Understand this work-family issue facing employees and the *costs to your company*.
- ➔ Acknowledge that employees need help, and that many are probably spending company time getting frustrated on single-subject websites that don't educate or help them manage their family crisis of care.
- ➔ Show them you care by informing them of GeriCareFinder.com, by announcing to them your understanding and encouragement in a letter or email.
- ➔ Please copy us on your email at WeCare@GeriCareFinder.com so we can be part of your caring for your employees!
- ➔ If you have any questions or care to discuss GeriCareFinder.com in greater detail, please email us at Info@GeriCareFinder.com, or call us at 323.661.8768 today!

Sample Announcement Email

Dear **(Employee)**,

We understand that if you haven't already gone through finding care for an elderly parent or loved one, it's likely you'll be going through this stressful time very soon. **We want to help you!**

As a new benefit that is absolutely **FREE** to all employees, **(company name)** has partnered with GeriCareFinder.com to provide "Your Single Search For Elder Care™"

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Stress, lost productivity, sick-days, inattentiveness ... we've seen it in all affected employees, because taking care of a senior loved one *is just plain difficult!* Which is why GeriCareFinder.com was formed:

In addition to the worlds' most comprehensive directory of Products & Services, Professional Advisory Resources and Care Providers, GeriCareFinder.com also contains **valuable online tools** that help ease the task of making important, life-changing decisions regarding an elderly family member or friend.

Everything is explained, including a terms dictionary, calculators for estimating costs plus a questionnaire that helps determine the level of care that is needed.

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Plus, the **GeriCareFinder Community Forum** allows users to share experiences and information regarding the care of an elderly family member or friend.

Please let us know if there is anything else we can do for you during this challenging time!