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David Young (VICE PRESIDENT, OPERATIONS) : " Seniorlink provides eldercare solutions for aging adults, family caregivers and employers "

By . 03-03-2006



Seniorlink is a leading provider of eldercare solutions for aging adults, family caregivers and employers. Interview of David Young, Vice President, Operations

Could you present, Seniorlink ?

Seniorlink is a leading provider of eldercare solutions for aging adults, family caregivers and employers. Founded in 2000, Seniorlink is a Boston, Massachusetts - based company with more than 1,200 network affiliates located in all 50 U.S. states. In addition to serving families across the country, Seniorlink's care advisory and care management expertise is available to millions of individuals covered by its business partners, which include financial service, employee assistance and health insurance companies.

Seniorlink is committed to helping seniors age with dignity, including the ability to live in the least restrictive setting.

What kind of services do you propose ?

Care Advisory – Care advisory services are (generally) telephonic consultations with family members regarding eldercare options specific to a senior's needs. Seniorlink offers much more than a typical information and referral service; our callers receive personalized advice, and, because of our extensive care manager network, location-specific research and support.

Recently, we enhanced our Care Advisory services by creating an Internet based service called Seniorlink Online (<http://www.seniorlinkOnline.com>). This self-help portal provides free access to care giving information and help when it is needed by seniors and their families and caregivers regardless of geography. When more help is needed, visitors to Seniorlink Online may purchase a low-cost Premium level subscription that allows unlimited access (telephone or e mail) to our professional Care Advisory team.

Care Management - Seniorlink built the first nationwide network of credentialed care managers throughout the US and offers families qualified, local-level professional Care Management services. With more than 1200 care managers enrolled in our network, we offer comprehensive geriatric assessments, ongoing care coordination, facility

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Conferences' Agenda All conferences of the 50 plus market

Marketing Financial Services to Baby boomers : 2006-03-27

Step-by-Step Guide to 50+ Direct Marketing Success : 2006-04-25

Mastering the 50+ Marketplace : 2006-04-25

25th Annual Ontario Gerontology Association Conference : 2006-04-26

1st. National Community Care Conference & Trade Exhibition 2006 : 2006-05-03

Managing the 21st Century Workplace: Value & Impact of the Older Worker : 2006-05-18

evaluation and family consultations.

Caregiver Homes - Also, Seniorlink operates Caregiver Homes, a community-based program that seeks to keep nursing home eligible seniors and disabled persons in private homes rather than nursing facilities. Caregiver Homes provides a unique combination of housing and clinical oversight- seniors live in the home of a credentialed and trained caregiver, while their care is monitored by professionals on their case management team. This 'high touch, high tech' approach includes regular home or primary care center visits by nurses and social workers with progress notes and daily status updates entered on a web-based case record, connecting the caregiver with all members of the senior's professional care team. You can read more about this exciting and novel approach at <http://www.seniorlink.com>.

More about Seniorlink Online

Seniorlink Online offers a solution to family members and others who are among the many caregivers providing daily care for an aging parent and relative. Many caregivers lack confidence in their care giving arrangements and spend many hours each week providing care without a solid plan of action for their loved one. Seniorlink Online offers access to experts in eldercare, who guide and advise caregivers and find the answers to their questions and problems.

Seniorlink has combined the expertise of our Care Advisors with the power of the internet and created a website where caregivers can explore eldercare options at their own pace and, when they're ready, communicate with a Care Advisor for personalized advice.

Seniorlink Online is filled with information on eldercare topics ranging from financing care, to family dynamics, to common senior health concerns and risk factors. Seniorlink Online Premium Members receive unlimited access to a Personal Care Advisor.

Could you give us examples ?

#1 - Jane's mother is 87 and lives alone in her own home. She was hospitalized with a fractured hip after a fall. Jane learned about Seniorlink Online through an employee benefit at work. Jane needed to make decisions about:

1. Sub acute rehabilitation following Hip Surgery
2. Identifying the best Skilled Nursing Facility for Rehabilitation
3. Understanding reimbursement and health care coverage
4. Bringing her Mother home and setting up home care services

Seniorlink's Care Advisor assisted her with all of her decisions and supported her when her sister questioned bringing her Mother home for the nursing home. Jane's mother is now living in her own home, and has a private caregiver assisting her with daily activities as she completes her recovery.

#2 - Bob's father is an 80 year old man who lives a long way from his son. Bob is concerned about the future

The International Federation on Ageing (IFA) 8th Global Conference : 2006-05-30

Conference on Ageing : 2006-06-08


World Elder Abuse Awareness Day : 2006-06-15


Affective, Behavioral and Cognitive Disorders in the Elderly : 2006-06-15

Festival of International Conferences on Disability, Aging and Technology : 2006-06-16

Time of your life expo : 2006-06-17

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when his father's health begins to fail and wants to do some planning now. He started doing research on the internet but became lost and unable to find the answers to his questions. Bob visited Seniorlink Online – his concerns included:

1. Father's health issues
2. Suitability of Father's living environment as he ages
3. Availability of local resources
4. His Father's legal needs, i.e. paperwork such as health care proxy and durable power of attorney, and a referral to an Elder Law Attorney.

A discussion with a Seniorlink Care Advisor resulted in a plan of action for the short-term. Bob took action on his father's immediate needs and planned to contact his Care Advisor again in the future.

#3- Ann's mother is a 79 year old widow who is resistant to her family's attempts to move her from her home to an assisted living facility. Ann is concerned that her Mother is isolated, not eating regularly and is unsteady on her feet. Ann learned about Seniorlink Online from a friend- she was becoming so frustrated and upset about her Mother's situation that she decided to consult a Care Advisor. They discussed the following:

1. Risks in the areas of Nutrition and Mobility/Falls
2. Mother's lifestyle and preferences
3. Ways to assist her mother in the home environment where she wants to stay
4. How to approach her mother and discuss the situation
5. Home care services
6. Physical Therapy services

Ann consulted her Care Advisor a number of times over a few months as she and her mother implemented a plan. Her mother now has help at home with meal preparation and other daily tasks, and the companionship of a caregiver. A physical therapist has helped with simple home modifications for increased safety. Ann's mother now attends an exercise group 2-3 times every week and her walking has improved. Ann now has peace of mind that her mother is safe and content in her home.

More information : <http://www.seniorlink.com>.

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