

Caregiver's Resource Helpline

Sponsorship • Alternative Advertising • Automated Voice Information

What is the Caregiver's Resource Helpline?

Caregiver's Resource Helpline is an automated voice-information subscription service. Promoting access 24 hours a day, it offers easy to listen, practical "how to" information, professional guidance; and the emotional reassurance needed to help plan and manage the care of an aging family member.

Often unprepared, a senior or adult child of an elderly parent's greatest challenge is to know what resources are available, how to find them and what to do with them. The Caregiver's Resource Helpline shortens the learning curve and equips them with effective guidance, advice and reliable resources to help problem-solve the most challenging caregiver situation.

Ideal users of the Caregiver's Resource Helpline:

- Area Agency on Aging
- Churches
- Faith-Based Organizations
- Eldercare businesses
- Hospital Discharge Planning Departments
- Employers
- Senior Citizen Organizations
- Information and Referral Services
- Retirement Associations
- Synagogues

How does it work?

Seamlessly, a common application of Interactive Voice Response (IVR) technology easily allows programming of phone lines to link. This enables a user to promote an existing telephone number or a newly assigned toll-free number. Callers to the Caregiver's Resource Helpline first hear the users "Welcome Message" then select from the menu to listen to customized pre-recorded messages (up to 5) and the Programs and Topics of Interest on the Caregiver's Resource Helpline.

- Callers simply pick up the phone 24 hours a day
- Listen to safe and practical "how to" information about caring for an aging family member
- Connect to a growing network of resources and services
- Talk "live" to subscriber and/or advertised representative for consultation and guidance during normal business hours

Toll Free
1-888-791-7301
24 hours a day!



Features and Benefits

- Operating 24 hours/7 days a week enables users to provide informational and educational service outside of customary business hours.
- Direct-connect enables callers to speak "live" to a representative or leave a voice mail message
- Fax on Demand enables callers to receive printed information
- Customized "Welcome" and pre-recorded messages promotes service and brand development

What is the subscription rate?

- Monthly subscription rate plan start at \$69.95
- \$25 one-time set up fee.
- Pre-paid minutes fee

Contact

Toll-free: 888-791-7301 x 81 • Email: info@caregiversresource.com • Website: www.caregiversresource.com

Caregiver's Resource Helpline

Programs and Topics of Interest

The primary source content for the Caregiver's Resource Helpline is taken from *Caring Families: How to care for your aging family*. Two of the authors, James R. Cook, Ph.D and C.D. Fernald, Ph.D of the "Family Caregiver Project" of the University of North Carolina at Charlotte's Department of Psychology served as the subject matter experts and content advisors. As a result of their research, the following Programs of Interest and Topics of Interest areas were identified as the most common concerns of seniors and adult with elderly parents.

Programs of Interest	Topics of Interest
<p>1. Physical & Mental Conditions of Aging - Typically, in later life there is a strong association with several chronic health conditions that can affect physical and mental health.</p>	<ol style="list-style-type: none"> 1. Vision and Hearing 2. Taste, Touch and Smell 3. Help With Eating 4. Maintaining an Active Mind 5. Dealing With Confusion
<p>2. Living Arrangements - When caring for an aging family member nearby or from a distance, making the most appropriate living arrangements requires knowledge of housing options, awareness of community resources and assurance that your aging family member is in a safe environment.</p>	<ol style="list-style-type: none"> 6. Exploring Housing Options 7. Long Distance Caregiving 8. Locating Community Resources 9. Safety In The Home 10. Dealing With Medication 11. Choosing A Nursing Home 12. Subacute Nursing Home Care
<p>3. Financial & Legal Assistance - Making informed financial and legal decisions are critical to successfully managing the affairs of an aging family member. You'll learn about longterm care insurance, sources for paying medical expenses and federal benefits such as Social Security, SSI, Medicare and Medicaid. Discover strategies for protecting your family member and his/her assets.</p>	<ol style="list-style-type: none"> 13. Help For Medical & Long-term Care 14. Medicare 15. Medicaid 16. Help With Income & Housing Expenses 17. Legally Protecting Your Family Member 18. Protecting Your Family Member's Assets 19. Getting Private Insurance 20. Wills & Living Wills
<p>4. Self Help For The Caregiver - Informal caregiving is a challenging, yet rewarding experience. Understanding how to balance responsibilities by taking care of your needs and involving others helps manage the natural stress and isolation of being a caregiver.</p>	<ol style="list-style-type: none"> 21. Taking Charge 22. Maintaining A Positive Attitude 23. Determining Your Family's Needs 24. Dealing With Professionals 25. Involving The Family 26. Avoiding Burnout
<p>5. Dealing With Changes - Change is the most predictable aspect of caregiving. You can expect to have strong feelings as you manage the role and responsibilities of caring for an aging family member. Coping with these changes successfully is the key to having a fulfilling and satisfying caregiving experience.</p>	<ol style="list-style-type: none"> 27. Dealing With Your Feelings 28. Changing Family Roles 29. Avoiding Isolation 30. Recognizing Changes 31. Planning For Difficult Situations 32. Planning For Death

Note: This service is not intended to diagnose or treat an illness. Always check with your doctor or other health professional. Average Topic of Interest is 3 minutes.

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Caregiver's Resource Helpline

Subscription Service Agreement

Company Name _____

Contact _____

Company Address _____

City _____

Company Phone _____

Fax _____ Email _____

I, the undersigned, do hereby enter into this agreement with Caregiver's Resource Inc. (CRI) as a subscriber to the Caregiver's Resource Helpline. I further understand that my monthly subscription fee of \$69.95 is due and payable at the beginning of each month. One time set-up fee of \$25 and one month payment is due with contract signing of this agreement. Cancellation of my subscription, at any time, requires 30 day notification.

Signature _____

Date _____

Check enclosed for \$ _____ (total due)
(payable to Caregiver's Resource Inc.)

Charge \$ _____ (total due) to MasterCard Visa

Card number _____ Exp. Date _____

Name on card _____

Signature _____

Mail check to CRI, 31502 Chatterly Drive, Wesley Chapel, FL 33543

Contact

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