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Contact: Leslie Gwinn
Telephone: 212-966-4600

Leading Senior Care Expert to Host Free Public Discussion in San Francisco on Monday, November 16

Recent Poll Shows Planning for Senior Care Out of Sight and Mind for Most Adults

SAN FRANCISCO, CA (OCTOBER 29, 2009) -- Paul Hogan, CEO of Home Instead Senior Care, the largest provider of non-medical in-home senior care services in the world, will offer a free public talk on planning for senior care at the San Francisco Senior Center at Aquatic Park (890 Beach St.) from 4 p.m. to 7 p.m.

Hogan, a leading expert on senior care, will discuss the many care options available today, financial planning for senior care, being a caregiver to an elderly parent, insurance options, and the state of senior care in America. The talks are free and open to the public.

Says Hogan, "With more than 78 million Baby Boomers on the verge of retirement, America is facing monumental social and economic challenges in the ways in which we care for our seniors. With healthcare concerns at the forefront, and with time and money management a major factor for American families in the 21st century, how adult children and seniors can best prepare and plan for

Home Instead Senior Care

2444 Old Middlefield Way 🌻 Mountain View, CA 94040 🌻 (650) 691-9671 🌻 homeinstead.com



their futures have evolved into a complex process that often involves misinformation and injects unwanted stress into our most important relationships.²

Indeed, a recent study conducted for Home Instead Senior Care found that planning for care is out of sight and out of mind for half of U.S. seniors ages 65 to 75 who have not thought about their own future care needs. Adult children were uninformed as well: nearly three-fourths (71 percent) of 35- to 64-year-olds, when unaided in the survey, could identify no more than two of eight options available to seniors who can no longer live independently.

Even more concerning: both seniors and adult children have the notion that Social Security and Medicare will pay for senior care, and survey participants also underestimated the costs of nursing homes and overestimated the price of such popular options as Assisted Living Facilities.

"Senior care options have expanded almost beyond recognition in the last 20 years, yet most Americans are still only familiar with nursing homes or family care at home," adds Hogan. ³With tens of millions of Boomers starting to retire, it's critical that people start thinking about this.²

Hogan is providing the free lectures in conjunction with the release of a new book, *Stages of Senior Care: Your Step-by-Step Guide to Making the Best Decisions* (November 2009/McGraw-Hill/\$18.95). The book serves as a comprehensive guide for the ever-expanding world of senior care, breaking down the process by addressing the shared concerns of seniors and their family members. Featuring more than 30 sources from the most credible major healthcare organizations, universities and nonprofit organizations, the book thoroughly explains each and every aspect of senior care, including the array of available care choices, being a caregiver, planning for your own future, aging in place, family and professional care options, how to choose an option and what to look for, financing care,

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insurance, legal matters, dealing with stress, communication and family relations. All of the authors' profits from the sale of the book will be donated to the Home Instead Senior Care Foundation.

WHAT PEOPLE ARE SAYING:

³Informative. Complete. And practical. This book will guide family caregivers through the surprisingly complex world of senior care.² MEHMET OZ, M.D.

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