

Stages of Senior Care

Awareness is Key for an Industry Poised for Major Growth

November 20, 2009: Adult children – usually the daughters – who are often responsible for the care of their elderly parents, are in the dark when it comes to senior care options. According to a new study of seniors and their adult children, nearly three-fourths of 35- to 64-year-olds could name no more than two of eight senior care options available, making awareness paramount for an industry poised for major growth.

To raise awareness of the senior care industry and to help family caregivers start the planning process, Paul and Lori Hogan, founders of Home Instead Senior Care, the world's largest provider of non-medical, in-home care for seniors, share their experiences as both family caregivers and senior care professionals in the book [*Stages of Senior Care: Your Step-by-Step Guide to Making the Best Decisions*](#): (November 2009/McGraw-Hill/\$18.95).

Stages of Senior Care 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 universities, healthcare organizations and nonprofit associations, the Hogans thoroughly explain 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, insurance, legal matters, dealing with stress, communication, and family relations. Specific chapters are dedicated to informing families about the many [senior care options](#) available.

“Seniors ages 65 to 75 may be on the verge of needing care, which makes this survey data particularly alarming,” said Paul Hogan. “What’s more, that generation of 78 million baby boomers will also require care sooner than they may think. That’s why Lori and I wrote *Stages of Senior Care*. We want to inform consumers of the senior care choices

available, help create a public awareness of the care and financing options, and educate potential franchise owners on the promise of the senior care industry.”

One of the most promising senior care options is the [home health care industry](#), which was named one of Inc.com’s *Best Industries for Starting a Business in 2009*. Recognizing this trend, Home Instead Senior Care – the world’s leading provider of in-home senior care – has even developed an evaluation survey to determine if [opening a senior care business](#) is right for you.

“Every day we encounter older adults who thought they had plenty of time to prepare for their senior care needs only to face a crisis when they became injured or ill,” Paul Hogan added. “And when a crisis occurs, it’s often left to the adult children, usually the daughter, to handle the emergency. So it’s particularly important that family caregivers have the information to make informed decisions.”

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