



## Sage LifeForce Corporate Eldercare Services

### **Background: Significant Productivity Loss from Caregiving Responsibilities**

A recent MetLife study found that **caregiving costs American employers as much as \$33 billion annually due to absenteeism, worker replacement costs following turnover due to caregiving responsibilities, workday crises, and supervision costs.** The findings include the fact that female caregivers are absent from work an average of 2 days per month (24.75 days per year) and male caregivers an average of 1 day per month (9 days per year). These responsibilities can involve a multitude of time-consuming tasks that can require days or weeks at a time to address, particularly for long distance caregivers.

### **Employer Recommendations: Most Eldercare EAP Programs Found Lacking**

To stem flood of costs, the MetLife study recommends: “Employers should take proactive measures now to address these issues by making eldercare resources available...Current and future caregivers and employers need to plan carefully for their loved’ ones long term care needs....To help meet this challenge, employers need to develop programs such as information, referral, and education programs.”<sup>1</sup> On the one hand, 20%-25% of employees report caregiving responsibilities, yet on the other hand less than 1% of employees in the typical organization take advantage of their employer’s EAP offering. A recent article in the New York Times<sup>2</sup> suggests one reason for the disparity – typical eldercare EAP’s don’t save employees time, headaches, or money. “It was like going to the yellow pages” according to one employee.

### **Sage LifeForce Program**

Based on our training and direct service experience, we have developed programs for sharing eldercare information and teaching decision making and caregiving skills. This model hinges on several “keys to success” that are unique to our Sage LifeForce program. Distinct from most corporate or educational programs:

- ☛ We provide workshops and one on one consultations within an effective and comprehensive framework for reducing stress, lost time, and wasted money;
- ☛ We employ written education and planning tools, such as the LifeForce Action Plan, to provide clear, concise and actionable steps;
- ☛ Our services, tools and resources were designed to ease caregiver burden – thereby reducing absenteeism, workplace interruptions, and employee turnover;
- ☛ We help employees proactively initiate the education and planning process, rather than wait to react to a crisis;
- ☛ We have developed a comprehensive system that provides continuity of support through changing conditions and changing needs;
- ☛ Our professionals bring direct field experience from helping hundreds of families navigate the maze of eldercare resources;
- ☛ We make these customized eldercare benefits available to employers in a cost-effective format which incorporates group and individual forums.

<sup>1</sup> “MetLife Caregiving Cost Study: Productivity Losses to U.S. Businesses”

<http://www.metlife.com/WPSAssets/13551774261164052327V1FCaregiverCostStudy.pdf>

<sup>2</sup> “As Parents Age, Baby Boomers and Business Struggle to Cope”, New York Times, March 25, 2006.

## **LifeForce Program Components**

### 1) ElderCare Essentials Workshops – core curriculum includes:

- a. ElderCare Essentials I: Assessment, Planning, and Accessing Appropriate Resources
- b. ElderCare Essentials II: Alleviating Caregiver Stress, Strategies for Effective, Efficient Long Distance Caregiving
- c. ElderCare Essentials III: Assisted Living at Home or Away: Hiring In-home Help, Residential Care Options

Workshop participants create their own personalized, actionable plan – whether they are in the early stages of planning or the later stages of hand-on caregiving. These workshops provide tools to:

- Reduce personal stress and help caregivers communicate their needs with others
- Evaluate care options and costs as needs evolve
- Understand strategies and skills for providing care to older adults
- Address financial, legal and health issues for older adults and their families

### 2) Care Management “Clinics”: 1:1 Problem Solving with a professional care manager

A 50 minute consultation provides a forum for an employee (and spouse or other caregiver) to meet one on one with a professional care manager and address specific questions and concerns. A comprehensive, objective and professional overview can assist employees and their families in identifying primary issues, risks, and goals. The consultation enables the employee to gather specific resources and referrals and further document their Eldercare Plan with actionable next steps. Please note: we encourage spouses or other caregivers to attend the consultation (dependent on whether this is consistent with your benefits policies).

## **Fees**

		Bay Area
Workshops	ElderCare Essentials Workshops: 3 workshops and materials for participants*	\$1,500 package
Care Management Clinics	Full day: Care management clinic slots (8 slots at 1 hour each)	\$750 per day

- \*Workshop fees include materials for 20 participants and are available for \$20 for each additional participant.
- Also, please note that workshop sessions are generally limited to 25 participants. To accommodate additional participants, we can offer multiple sessions of the same workshop on the same day at an additional fee (ie, ElderCare Essentials I from 11am-1pm and then again that same day from 4-6pm)

## **About Us**

Sage Eldercare Solutions was founded in 2001 by Nina Pflumm Herndon, a gerontologist who worked previously with Ken Dychtwald, best selling author of Age Wave. While working with Mr. Dychtwald at Age Wave IMPACT, the nation's leading research and marketing firm focused on older adults, she learned about the difficulties that adult children often face in fulfilling the needs of their aging parents and keeping up with their own family and work responsibilities. After becoming vice president of the health division of a major public relations firm, she earned her master's degree in Gerontology, became a professional geriatric care manager and has worked with a local home care agency, a non-profit care management organization and with a private care management company as a care manager. Jack Herndon joined Sage full time in late 2005 to expand the team, add to the scope of services, and provide operational expertise. With an MBA from Stanford University, Mr. Herndon started his career in Europe as a brand manager for British Petroleum followed by a 10 year stint in marketing technology products and services. Jack has worked with a number of reputable ventures and was co-founder of RedKnife, where he raised \$21.5 million in venture capital.