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*Transition specialists for
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Consumer Feedback & Needs Transitioning to Retirement Communities December, 2010

Focus Group Results

- A focus group with independent, assisted living and memory care communities held on October 27th, 2010
- This meeting was facilitated by Pamela Wilson , The Care Navigator and Host of the Caring Generation Radio Program
- The goal:
 - To relate concerns expressed by radio listeners of The Caring Generation to real life experiences of visitors considering a move to a retirement community
 - To formalize a plan to address concerns and real life experiences

What We Heard...

Who comes to visit?

- Prospects come from 5-10 miles away
- Visits are potential residents, adult children and/or spouses

What We Heard...

Why looking?

- Crises situation; unexpected health emergency and inability to return home and provide self care
- Individuals desiring more freedom, not wanting the responsibility of home ownership; less work, more enjoyment of life, wishing for more independence
- Support with meals, medication management
- Increased desire for socialization and activity
- Supervision of loved ones with memory loss
- Increasing health conditions make living at home risky

What We Heard

What does the ideal move look like?

- Caregivers/family are supportive
- Adult children are honest with parents, not hiding information to avoid conflict
- Move is complete; all the details handled
- Supporting the resident to become involved in the community on the very first day; the family becoming involved also
- Resident has pre-planned and looks forward to the experience

What We Heard

What are the challenges faced by individuals and families?

- Lack of education about the process makes moves difficult -- especially in crisis situations
- Having ample time to sell a home if finances needed to pay for care
- Difficult for residents to part with belongings and/or decide what to bring with them; it's overwhelming
- The enormous amount of details and work required
- Internal family conflict and adult children lying to parents because they don't know how to have a conversation about the need to move or their inability to continue to provide assistance

What We Heard

What are the challenges faced by individuals and families?

- Lack of, and difficulty building TRUST – there is a need for education and pre-planning
- Adult children suffering from emotional influence of parents ; stress about doing the right thing
- TRUST – seniors (and their children) are vulnerable
- Family dynamics and conflicts
- Family not aware of work that needs to be done in advance

Summary of Challenges

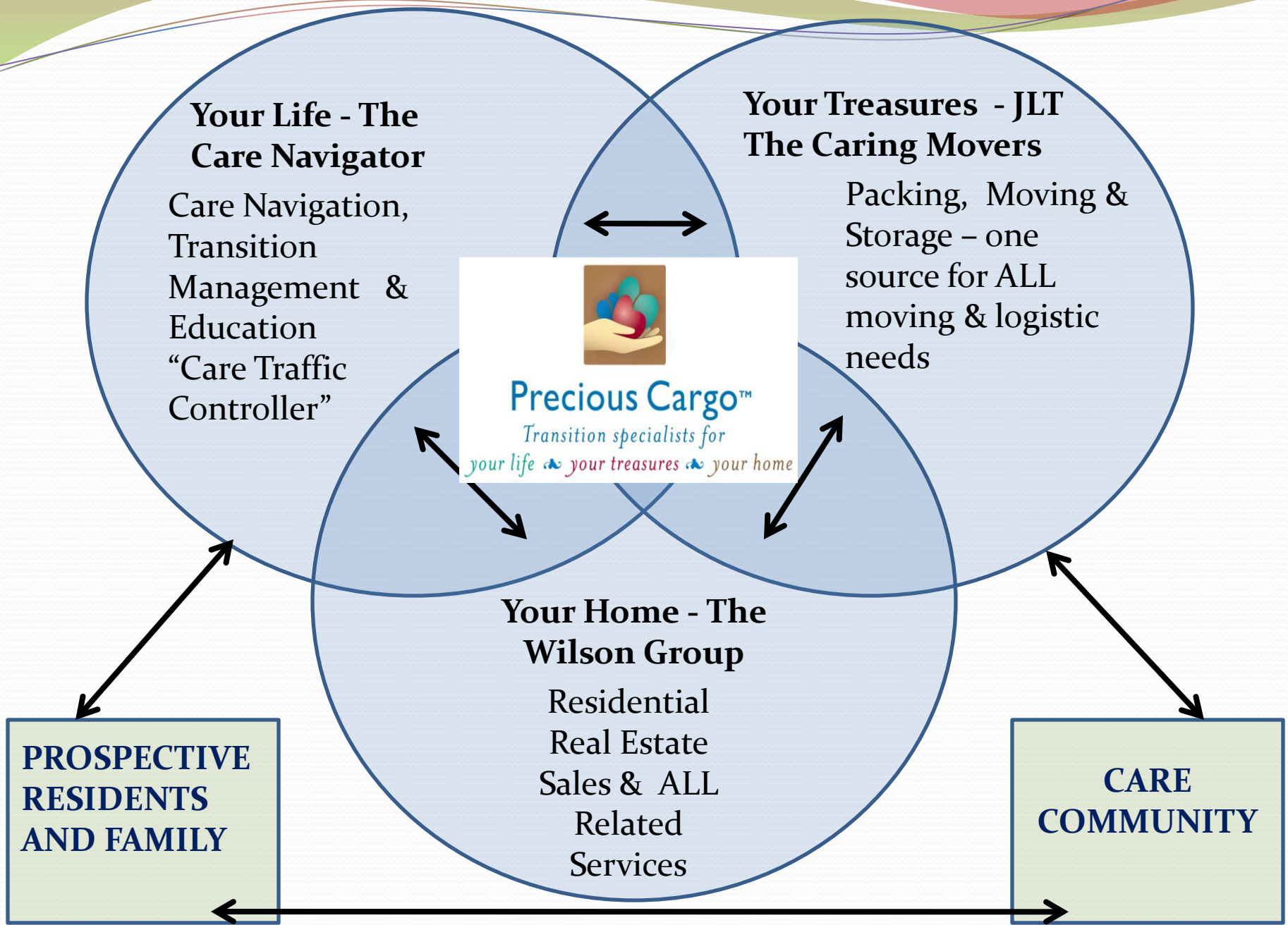
- The process is **OVERWHELMING** especially when adult children are involved or out of state; parents can't manage on their own and/or are in crisis
- For adult children, the process of garnering parents approval very difficult. This sometimes results in lying and unnecessary conflicts that cause delays.
- Lack of education, what questions to ask or where to get accurate information on aspects of transition.
- Information is often fragmented and difficult to obtain.
- Building trust is difficult and takes a long time.

The Solution?



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Why Precious Cargo?

- Transition experts with a proven track record of experience
- We're authentic (personal life experience in loss and transition); we have a proven record of authenticity, credibility, expertise, ethics and trust
- We are not a “FREE referral service”; we don't accept or require money from the professionals or services with whom we coordinate; we openly disclose rates and provide estimates

Your Life



THE CARING GENERATION®
Embracing life's transitions with dignity, clarity and stability



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- The Care Navigator – Pamela D. Wilson, CSA (Certified Senior Adviser), MS, BS/BA, CG (Certified Guardian) and staff support individuals and families in transition
- Community Educator and Host of The Caring Generation, 630 KHOW-AM Radio
- Assessment, planning, service coordination, move and transition management, counseling and solutions
- Review lifestyle, care and financial needs to ensure the “right move” and plan for today and the future
- Identify and recommend care communities in the best interest of the client and complete the move



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Your Treasures

- JLT – The Caring Movers, Jim Lockard and staff protect your treasures:
- Manage “in and out - of - state” moves
- Insured and licensed for your protection
- Preferred Senior and Veteran moving expert (32 years Air Force and a casualty officer)
- Provides the highest quality crews and services
- Manages services tailored for unique moving needs
- Trusted storage, shipping, moving, and minor repairs
- Member of the BBB and the Denver Chamber of Commerce

Your Home



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- The Wilson Group, Residential Real Estate
 - Experienced in the Senior Real Estate Market
 - Complete real estate and related services – making it easier for you
 - Top producing Realtor – Ranked Top 25 in Denver Metro
 - Sells homes for top dollar, faster, with less hassle
 - Expert advice on property preparation and pricing
 - Free consultation and property value report with realistic expectations provided
 - A professional team approach and support staff
 - Service guarantee, customer oriented
 - Caring and thorough, no details missed



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Example

- Out of state adult children (CT and WA)
- Father moved to assisted living (in crisis)
- Home needs to be sold quickly to pay for care; repairs needed
- Personal items shipped to family
- Estate sale for remaining items
- Care navigation and support for father related to ongoing medical issues and care to ensure stability in new living environment



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Who We Help

- Adult children and parents experiencing a life transition or crises due to health/aging
- Individuals overwhelmed by the situation; those having difficulty evaluating and making decisions
- Adult children desiring a plan for parents even if it doesn't include an immediate move
- Individuals looking for one resource to provide information and service coordination
- Individuals overwhelmed by coordinating all the details of a move to a retirement community



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Contact Us

- Precious Cargo™ is a Program of The Care Navigator
- www.preciouscargoexperts.com
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- Education and information available at www.thecarenavigator.com and www.thecaringgeneration.com