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U.S. Senate Staff Receives Special Educational Webinar on Family Caregiving and Technology to be presented by Caregiving Club CEO, Sherri Snelling

Employees on Capitol Hill want to know more about the challenges facing 65 million Americans and how technology is helping them care for loved ones

NEWPORT BEACH, Calif. (November 4, 2014) – The challenges 65 million Americans face in caring for loved ones who are aging, ill or disabled is aided by the latest advances in technology and this is the topic of a special webinar to be delivered to the employees of the U.S. Senate today by Caregiving Club CEO and author of *A Cast of Caregivers*, Sherri Snelling.

Whether caring for an aging parent, an ill spouse, a special needs child or a family member or friend who is a veteran with disabilities, millions of Americans are serving as the largest volunteer health care workforce in the nation – their contributions valued at more than \$450 billion according to AARP.

As more and more U.S. citizens step into the role of caregiver, technology has started to come to the rescue. Technological advances in caring for loved ones whether gps tracking, smartphone apps, telemedicine, sensors, tablets, remote monitoring and wearable devices for health information is a \$2 billion industry today projected to grow to \$20 billion by 2020 according to analyst, Laurie Orlov of Aging in Place Technology Watch. In addition, a report by Berg Insight which offers premier business intelligence to the telecommunications industry found home monitoring and safety tech devices are a \$9 billion industry growing nine percent every year since 2010.

As baby boomers age and lifespans increase, the need for family caregiver support and services has to be addressed by society and our legislators. Experts believe technology will play a large role in their aid.

According to a 2013 Pew Research Report on Family Caregiving and Technology:

- 39 percent of caregivers help a loved one manage medication compliance
- One-third of caregivers use their smartphone to gather health information to care for loved ones
- 59 percent of caregivers use the internet to gather helpful information and find resources

As part of the special LifeCare benefits, an employer work-life benefits and services provider, Snelling created the webinar content and will deliver the live session to staffers in the U.S. Senate. Snelling is recognized as a national family caregiving expert and has helped oversee several studies on this overlooked and undervalued group in our society. As the former chairman of the National Alliance for Caregiving and as the family caregiving senior director at UnitedHealthcare, Snelling participated in several Congressional briefings on Capitol Hill in Washington, D.C. including study findings for: *Caregivers in Decline* (health risks),

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SNELLING TO DELIVER WEBINAR TO U.S. SENATE ON CAREGIVING AND TECHNOLOGY

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Heroes on the Homefront (the challenges for caregivers of veterans), *The Cost of Caregiving* and *Hispanic Caregiving in America*.

Snelling hosts a monthly webinar for LifeCare, the Caregivers Network, offered to its 61,000 employer clients reaching 51 million employees.

About Caregiving Club and Sherri Snelling

Sherri Snelling, CEO and founder of the Caregiving Club and author of [*A Cast of Caregivers – Celebrities Stories to Help You Prepare to Care*](#), is a nationally recognized expert on America's 65 million family caregivers with special emphasis on how to help caregivers balance self-care while caring for a loved one. Sherri has been honored as one of the Top 10 Influencers on Alzheimer's by Sharecare, the online health and wellness experts site created by Dr. Mehmet Oz. She is a caregiving contributor for *Huffington Post*, *PBS/Next Avenue*, *Forbes.com* and *Caring.com*. She is also a TV producer, program host and celebrity interviewer at red carpet galas, creator of the Me Time MondaySM weekly videos in support of the non-profit Healthy Mondays Campaign, and Caregiver's Network Webinar host for Lifecare's 61,000 employer clients. Snelling's health care experience is in senior executive positions with Keck Medicine of USC and UnitedHealthcare and she is the former Chairman of the National Alliance for Caregiving based in Washington, D.C.

Follow on Twitter: @SherriSnelling and @CaregivingClub and learn more at: caregivingclub.com

About LifeCare

LifeCare is an employee benefit paid for by 61,000 corporations, many of which are Fortune 500 companies and large branches of the federal government. LifeCare services are provided through corporations to 51 million employees nationwide to help with their most important life needs including senior care, child care, legal, financial and wellness. LifeCare also operates Lifemart, one of the largest member discount shopping portals on the web with links to more than 4 million discounts. Currently, 1.5 million registered members shop for products and services including senior and caregiving-related items. Learn more at: lifecare.com.

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Note: To find out more about LifeCare services, Lifemart and the *Caregiver's Network* Webinars, contact lifecare.com.