



FOR IMMEDIATE RELEASE

For more information, contact:

Sherri Snelling

949-887-1903

[sherri@caregivingclub.com](mailto:sherri@caregivingclub.com)

**SHARECARE NAMES SHERRI SNELLING ONE OF NATION'S TOP ONLINE INFLUENCERS  
FOR ALZHEIMER'S DISEASE AND CAREGIVING**

NEWPORT BEACH, CA (November 7, 2012) – Sharecare, the leading online site for improving health through the nation's top expert opinions, released its [SharecareNow 10 Alzheimer's disease list](#) naming Sherri Snelling as one of the Top 10 online influencers on Alzheimer's disease, specifically noting her expertise in content about caregiving and the challenges of Alzheimer's. Snelling writes a blog as CEO of the [Caregiving Club](#), that reaches more than 8 million readers monthly via a syndicate of online sites, including her articles as the caregiving blogger for the [Alzheimer's Association](#). Sharecare chose to announce its list during November's National Family Caregiver Month as well as National Alzheimer's Awareness Month.

"Sherri is helping millions of caregivers who are struggling with parents suffering from Alzheimer's and dementia," said Kevin Soden, MD, MPH, Sharecare editorial advisory board. "Her blog is making a difference for those who are at significant risk for health problems themselves because they are caring for loved ones. It's one reason she has been recognized by Sharecare for the impact she is having."

"Alzheimer's disease is the next epidemic in our country as we face the *silver tsunami* of a growing older population as our baby boomers age and we all live longer," says Sherri Snelling, CEO of the Caregiving Club. "I'm honored to be recognized by SharecareNow in my efforts to bring more awareness to Alzheimer's disease and specifically in helping those caregivers who struggle with the challenges that come with caring for someone who has memory loss and other brain-related issues."

Sharecare, created by Dr. Mehmet Oz and Jeff Arnold, is the online destination for content contributors including the most prestigious associations, leading brands, eminent hospitals and significant healthcare organizations and professional societies that represent the world's foremost medical expertise. From the American Red Cross to Colgate to Johns Hopkins Medicine to the

- more -

SHARECARENOW NAMES SNELLING AS ONE OF TOP 10 ALZHEIMER'S ONLINE INFLUENCERS  
2-2-2-2-2

National Academy of Sports Medicine, Sharecare.com is bringing together diversity in thought leadership from the top minds in the healthcare field to provide consumers with multiple perspectives within a single web site dedicated to improving health. SharecareNow, a partnership of Sharecare and powered by WCG, is dedicated to facilitating more meaningful online conversations about health and wellness among patients, physicians, brands and associated healthcare organizations and professionals. They have identified the Top 10 influencers on a variety of topics including Depression, Diabetes, Heart Disease, Nutrition, Eye Health, Breast Cancer and Children's Health. This is the first recognition of influencers for Alzheimer's disease.

According to the Alzheimer's Association, more than 5.4 million Americans are diagnosed with dementia and 15 million Americans are providing care for those with dementia and Alzheimer's disease. While 1 out of 2 people over age 85 will develop dementia, it is not a function of aging and many in their 40s and 50s are showing early onset signs of the disease. Snelling points to *The Shriver Report: A Woman's Nation Takes on Alzheimer's Disease*, as a turning point for understanding the impact to dementia family caregivers – especially women – juggling children, career and caregiving.

**About ShareCareNow**

ShareCareNow, powered by WCG, is able to monitor online and social media activity to create relevant content to educate consumers, and ensure the engagement between patients, caregivers and health and wellness brands complies with FDA-regulated communication requirements for pharmaceutical, medical device and diagnostic companies. A partnership between Sharecare and WCG, a market-leading digital communications agency, SharecareNow is the healthcare industry's first and only digital platform offering real-time analytics on patient healthcare trends, conversations and influential authors.

**About Caregiving Club and Sherri Snelling**

Caregiving Club, started by Sherri Snelling in 2011, provides consulting services to companies large and small and creates content – online print and video – for a variety of media outlets on a variety of caregiving topics. Snelling's book, *A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care*, the "what to expect when you're caregiving guide" will be published by Balboa Press, a division of Hay House Publishers in February, 2013. Snelling, former chairman of the National Alliance for Caregiving, has a blog syndicate reaching millions via online sites for the Alzheimer's Association, ThirdAge, Huffington Post 50, Next Avenue/PBS, Caring.com, EmpowerHER, Vibrant Nation and others.

# # #