

Generations

Aging Adult & Caregiver Support



Health Advocate's Generations Aging Adult & Caregiver Support Program offers employees and their aging loved ones continuous access to a dedicated Nurse Coach and a team of Personal Health Advocates. These experts in aging provide guidance, healthcare navigation, emotional support, and resources to help employees balance work and life.

**Caregiving costs
businesses
billions annually**

Caring for someone means caring for the whole person



Dedicated Nurse Coach

-  The Nurse Coach is assigned to the family and conducts a detailed needs assessment
-  The intake uncovers any pressing needs and determines family preferences
-  The Nurse Coach creates a plan and hosts regular check-ins with the family

\$13.4 billion
in additional costs
per year for businesses
due to lost time

18.5%
reduction in
productivity
**costing U.S. businesses
an estimated
\$17.1 to \$33
billion annually**

Personal Health Advocates offer expert support when members need it most

Licensed Counselors

Help each person manage the **stress, depression, and the complicated feelings** that often arise when a loved one ages

Benefits Experts

- Resolve billing and claims issues
- Provide Medicare/Medicaid support
- Help families understand and access Long Term Care (LTC) policy benefits

Work/Life Specialists

- Locate senior care services, living facilities, and hospice care
- Help families obtain safety and medical equipment

Financial Experts

- 30-minute consultation with a financial planner
- Online Financial Fitness Center

Legal Experts

- 30-minute session with a legal expert
- Plus, members can access online forms and tools

24/7 Support | 250+ Languages | HIPAA-Compliant | NCQA-Certified

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Health Advocate makes healthcare easier for over 12,500 organizations and their members by leveraging a combination of personal support, data and technology to engage people in their health and well-being.

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