



Freedom of Home. Peace of Mind.

MEDIA CONTACTS

Margaret Osborn
Synergy Marketing Group, Inc.
(317) 205-9690 ext. 224
margaret@synergy-mg.com

Adriane Russell
Synergy Marketing Group, Inc.
(317) 205-9690 ext. 227
adriane@synergy-mg.com

FOR IMMEDIATE RELEASE

Indianapolis-Based Alliance Care Advisors, an Expert in Elder Support and Care Management, Urges Baby Boomers to Discuss Tomorrow's Health Care and Home Living Options Today

INDIANAPOLIS (November 4, 2009) – Recognizing that baby boomers are increasingly concerned about becoming a financial, emotional or physical burden on their families, Alliance Care Advisors is actively urging aging boomers to discuss their future home health care and residential options with their families today, instead of waiting for an urgent medical issue to prompt that conversation in the future. One of Indiana's only geriatric care management agencies serving caregivers of the elderly as well as senior adults, Alliance Care Advisors is a new business recently launched by the founder of Alliance Home Health Care, a home nursing and home health aide services agency serving the Indianapolis area since 1991.

"Families need to have open, honest dialogues about lifestyle expectations of their elderly loved ones— and talk about it early and often," says Janice K. Roberts, founder of Alliance Care Advisors. "Yes, it can be scary and uncomfortable at first. But it's much worse to wait for a health crisis and then try to assume what your loved one wants. I've seen this unfortunate situation time and time again."

According to a recent American Association of Retired Persons (AARP) survey, baby boomers are most concerned about becoming a burden on their loved ones. The survey states boomers are three times more worried about a having a major illness (48%) or winding up in a nursing home (48%), than about dying (17%).

The AARP also reports that 89 percent of survey respondents over 50 years old want to stay in their own homes, surrounded by their lifetime possessions and comforting memories, for as long as possible. Because there are so many questions around and fears about future health care and living situations for the elderly, Roberts encourage boomers to plan well for the inevitable future and utilize the services of an objective third-party. Trained professionals like geriatric care advisors, elder care attorneys and financial planners are available to coordinate health care services, explain insurance options, review finances and make recommendations for long-term care or residential environments outside the home.

The U.S. Census Bureau projects that by 2015, one out of every five Indiana residents will be over the age of 60. Alliance Care Advisors is not only meeting the needs of today's elderly, but also has anticipated the needs of this

fast-growing Boomer population by creating specialized services to help adults who need assistance as they grow older. More information is available at AllianceCareAdvisors.net or by calling 317-581-1100.

About Alliance Care Advisors

Alliance Care Advisors is an Indianapolis agency dedicated to providing geriatric care management services to caregivers of the elderly as well as senior adults living at home or in nursing homes, senior living communities or assisted living facilities. Licensed by My Health Care Manager, Alliance offers clients and their families an expanded support system as well as the expertise and resources they need to better navigate the many health care, personal, social and financial complexities associated with aging. Advisors can monitor, document and coordinate a senior's health care including maintaining provider contact information; transporting to and scheduling of health care appointments; review of therapy regimens; management of medications; and facilitation of social service needs. Advisors also assist with insurance and financial issues or the evaluation of residential options. For more information call (317) 581-1100 or visit AllianceCareAdvisors.net.

About Alliance Home Health Care

Alliance Home Health Care, established in Indianapolis in 1991, is one of the most experienced licensed and certified home care and elder care providers for senior adults offering geriatric care management; home care nursing; home-based occupational, speech and physical therapy; social work and non-medical personal home care and senior companion services on an hourly, 24-hour, private duty, full-time, part-time or intermittent basis. The company provides services, personnel and resources that enable individuals to remain in the safety and comfort of their own homes for as long as possible. Alliance is one of the only Indianapolis-area senior citizen health care service providers to offer customized, one-to-one training and educational programs for diseases such as Alzheimer's or dementia. Alliance also serves clients living in senior living communities or transitioning back to home from assisted living settings, hospitals, nursing homes or rehabilitation facilities. The company serves the following Indiana cities and towns: Indianapolis, Carmel, Fishers, Castleton, Geist, Noblesville, Westfield, Zionsville, Greenwood, Brownsburg, Danville and Avon. For more information call (317) 581-1100 or visit AllianceHomeHealthCare.net.