



GENSER DUBOW GENSER & CONA LLP

ELDER LAW COUNSELORS



GDGC'S ELDER CARE EMPLOYEE BENEFIT PROGRAM

TAWC

TOOLS AND ADVICE
FOR WORKING CAREGIVERS

Is your company offering benefits for the increasing number of employees caring for aging loved ones?

Is your organization meeting the evolving needs of modern families so that you can attract and retain top talent?



Keep your organization competitively positioned by offering creative, cutting-edge voluntary benefits.

It's time to TAWC about it...



ELDER CARE'S IMPACT ON YOUR BUSINESS

ELDER CARE IS THE NEW CHILD CARESM

As our population ages, we face a two-fold demographic problem: the elderly are living longer (but not necessarily healthier) and people are working longer and retiring later. Employees are struggling to juggle work performance while meeting the demands of caring for aging loved ones. Like the challenges presented by inadequate child care in the 1980s, businesses are negatively impacted by elder caregiving due to absenteeism, decreased productivity, the high cost of turnover and ultimately declining profits.

- ◆ Over 65 million Americans provide care for an older adult family member
- ◆ Elder caregiving costs employers \$33.6 billion annually in lost productivity
- ◆ 60% of elder caregivers have made work-related adjustments due to caregiving responsibilities

HOW MUCH IS ELDER CAREGIVING COSTING YOUR ORGANIZATION?

- ◆ Sporadic attendance and absenteeism
- ◆ Poor work quality and missed deadlines
- ◆ Leaves of absence
- ◆ Termination and turnover
- ◆ Recruitment and training costs

... all draining your bottom line

HR RELATES THE MOST WIDELY REPORTED ELDER CAREGIVING ISSUES IN THE WORKPLACE:

- ◆ Coordinating elder care services (hiring/interviewing home health aides, securing elder law services, financial services, geriatric care managers)
- ◆ Emergency caregiving responsibilities (home health aide late or absent, urgent doctor appointments, transportation needs)
- ◆ Hospitalizations
- ◆ Choosing a nursing home or rehabilitation center
- ◆ Visiting assisted living facilities

GDGC'S ELDER CARE EMPLOYEE BENEFIT PROVIDES THE SOLUTION.

THE SOLUTION: GDGC'S ELDER CARE



GDGC's Elder Care Employee Benefit program provides working elder caregivers the tools they need to navigate the elder care landscape while remaining present and productive at work.

Member companies experience increased productivity and profitability by reducing absenteeism, downtime and turnover.

This enhanced benefit package allows you to attract and retain top talent and competitively position your company.

JOIN THE GROWING LIST OF MEMBER COMPANIES



VISIT WWW.GENSERLAW.COM FOR INFORMATION AND HOURS

RE EMPLOYEE BENEFIT PROGRAM

MEMBER BENEFITS

◆ **One-Stop Resource:**

Immediate access to the attorneys at GDGC, recognized leaders in Elder Law, for both preventative planning and crisis assistance.

◆ **Emergency Elder Care:**

Exclusive access to on-call and on-demand emergency home health aides and care companions via a dedicated 24-hour toll-free number.

◆ **Preferred Provider List:**

Exclusive access to a pre-screened and vetted list of elder care providers in such industries as assisted living, home care, financial planning, reverse mortgages, senior housing, geriatric care management, adult day care, long-term care insurance and more.

◆ **Group Legal Services:**

Members are entitled to a 10% discount on all Elder Law and Estate Planning legal services provided by top-rated GDGC attorneys.

◆ **On-site Seminar Series:**

GDGC provides a seminar series for working elder caregivers at your location. Membership includes elder care overview sessions annually and customized topic sessions up to once per month. Your staff can attend some or all of the sessions on topics such as:

- ◆ Caregiver Support and Resources
- ◆ Asset Protection Planning
- ◆ Medicaid Eligibility
- ◆ Crisis Planning: Preserving Assets
- ◆ Medicaid Home Care Benefits
- ◆ Medicaid Nursing Home Benefits
- ◆ Estate Planning
- ◆ Veterans Benefits
- ◆ Wills and Trusts
- ◆ Guardianships
- ◆ Probate/Estate Administration





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ABOUT GENSER DUBOW GENSER & CONA

Genser Dubow Genser & Cona, LLP (GDGC) is recognized as a leading Elder Law firm on Long Island. The firm is known for its passionate advocacy and expertise in:

- ◆ Asset Protection
- ◆ Estate Administration
- ◆ Estate Planning
- ◆ Guardianships
- ◆ Medicaid Planning
- ◆ Estate Litigation

GDGC has been featured in many publications, including *The New York Times*, *The Wall Street Journal*, *Newsday*, *Long Island Business News*, *Investor's News Daily*, *USA Today*, *The Daily News*, *The New York Post*, *Kiplinger's*, *The New York Law Journal*, *Reader's Digest* and many others. GDGC's award-winning attorneys have appeared as guests on WNBC-TV, WABC-TV, CNN-fn, News 12, WLNY News 55 and many radio stations including WOR, WCBS AM, WBAB and WFAN.

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