

Eldercare Solutions for the "Sandwich Generation"

The demands on women of the "sandwich generation" are overwhelming. Women who are caregivers for elderly and disabled family members are absent from the paid labor force an average of 11.5 years because of those responsibilities. The personal cost is staggering—caregivers experience significantly more depression, burnout and anxiety than non-caregivers. According to the U.S. Department of Labor, about 30% of working people care for aging relatives, and that figure will rise to 54% by 2009. Corporate America reports approximately \$20 billion per year in lost wages and productivity due to eldercare issues. Frequently women are the primary caregivers, attempting to juggle the demands of children while providing elderly parents with companionship and assistance.

Increasingly, family caregivers are turning to professional care managers for help. Unheard of twenty years ago, today there are an estimated 6,000 professional care managers in the United States. Professional care managers work with family members to determine the needs of the client by evaluating medical issues, the care environment and financial considerations. The care manager determines the amount of support an individual needs, creates a comprehensive plan and monitors the care on an ongoing basis.

Selecting the appropriate care manager is important. "One that uses trained degreed professionals that are familiar with what families are going through is important," says Barth Holohan, president of Continuum. "Utilizing resources and planning for the future are key

to a successful and rewarding career as a caregiver. We encourage our families to relinquish some responsibilities, utilizing outside resources to insure a more balanced life as a caregiver."

Continuum is staffed with experienced geriatric care managers who provide comprehensive geriatric assessments, sound professional advice, and help with long term care planning. For the elder individual who wants to remain in his or her own home as long as possible, Continuum provides a free in-home assessment. To best serve clients, Continuum also offers Home Care, In Home Monitoring Devices and Bill Pay Services. For more information, please call Continuum at **314-863-9912**.



The Continuum differences are quality and dependability. We agree—there's no place like home.

Barth Holohan, MSW, MBA
Owner and President
Continuum



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the state on many important topics including our own "Dismantling Bullying Systems". The Women's Journal is powerfully and positively impacting the quality of life



message for women and this would be a great way to reach this audience. We have used full page articles about our business for the past two issues and we have had a

entire run. The women at the Journal have been a joy to work with and have helped every step of the way. This is a great way to get your name out there to all women!" **-Dr. Cathy Sinkler, All About Health**

you for publishing such a well-regarded paper." **-Lori Feldman, President, Aviva, LLC**

"The Women's Journal has opened many new doors of opportunity for EHP! Recently, we used the St. Louis Women's Journal™ to educate hundreds of Missouri teachers from all over

for literally hundreds of thousands of adults and children." **-Judy Ryan, President, Expanding Human Potential**

Six months ago, I heard about the St. Charles County Women's Journal™ and found a copy and read it. I found useful information and realized I have a

great response. That response was not limited to St. Charles County, as women around the metro area are reading this journal online and learning about our business from other women networking with each other. This is a great medium if you have a message for women. **- Frank Nuber, Medicine Shoppe Pharmacy**