



Generations

Aging Adult & Caregiver Support





“There are only four kinds of people in the world. Those who have been caregivers.

Those who are currently caregivers. Those who will be caregivers, and those who will need a caregiver.”

Rosalynn Carter

- **By 2030: 1 in 5 Americans will be 65 or Older**
- **85+ Population: fastest-growing age group**
- **By 2060: 65+ will represent nearly 25% of the population**



What is a Caregiver?

- A caregiver is someone who tends to the needs or concerns of a person with short- or long-term limitations due to illness, injury, or disability.

- **Examples of caregiving tasks:**

- Coordinating appointments, managing medications
 - Helping with meals, hygiene, transportation
 - Managing finances, insurance, or benefits
 - Providing emotional support and companionship
 - Caregiving evolves — from occasional help to daily oversight.

Who Are Caregivers?

Professional caregivers:
trained nurses, aides, or
therapists who provide
direct care

Family caregivers:
relatives, partners,
friends, or neighbors
who provide unpaid
support

**Long-distance
caregivers:** coordinate
care, manage
communication, or
handle logistics from afar

Hands-on caregivers:
assist with personal care,
meals, or daily routines

Logistical caregivers:
manage appointments,
finances, insurance, and
care coordination

Caregiving looks
different for everyone

Caregiver Burden & Workplace Impact

- 70% rate caregiver burden 5 or higher in the past two weeks.

- 90% of caregivers report spending at least 10 hours a week on caregiving.

- 50% spend 20 or more hours.

- More than half report at least 10 of these hours occurring during the workday.

- 40% reported missing two or more days of work in the last month.

- 55% felt they had to choose between work and caregiving duties.

- Nearly 80% would prefer an employer who prioritizes caregiving benefits.

Expert support across the stages of aging

Ensuring members' loved ones know they are valued, cherished, and appreciated every step of the way



Our experts help caregivers and their families through the stages of aging to make these transitions as smooth and stress-free as possible.

Caring for someone means caring for the whole person



A dedicated Nurse Coach provides expert clinical guidance



A Nurse Coach is assigned to the family and conducts a detailed needs assessment

They uncover any pressing needs and **determines the family's preferences**

The Nurse Coach **creates a plan** and hosts regular check-ins with the family

Supported by a team of Personal Health Advocates

Experts help navigate health coverage

Licensed counselors provide emotional support

Financial & legal experts offer support & resources

**24/7 Support | 250+ Languages | HIPAA-Compliant
NCQA-Certified | TDD Capabilities | ADA Accessible**

Expert support from Personal Health Advocates

Resource location and coordination



| | | | |
|---------------------|-----------------|--------------------|-----------------------------------|
| Living arrangements | Support groups | Medical equipment | House cleaning & meal prep |
| Assisted living | 55+ communities | Veteran's Services | |
| Nursing homes | Hospice | Physical therapy | Post-death affairs |
| | | | Financial and legal consultations |

Mental/emotional support



Counseling to address **stress, depression,** and feelings of **guilt**



Medicare & benefits guidance



| | |
|-------------------------|------------------|
| Medicare | Leave of absence |
| Long-term care policies | Medicaid |



Generations Program

We offer support to you as a caregiver and to those you care for - through helpful assessments, personalized plans, and ongoing support. For more information on the program, [watch this overview](#).

Why you might need Eldercare Support:

-  **Emotional Strain**
It's emotionally draining. You're doing something important, but it takes a toll.
-  **Navigating Complex Healthcare**
The system is complicated. You shouldn't have to navigate it alone.
-  **Balancing Life Responsibilities**
You're balancing everything. Work, family, and caregiving - it's a lot.

What is a Nurse Coach?

Our nurse coaches specialize in palliative care, advance care planning, and caregiver support. With experience in home-based care and guiding families through serious illness, they offer compassionate, expert guidance.

[Schedule Eldercare Support](#)

The Caregiver Toolkit

Curated by our Nurse Coaches to support you.

Memory concerns: How to take action



Name of a Caregiving Webinar



How to speak to someone with Dementia



OUTCOMES

Reporting Period: January 1, 2025 - December 31, 2025

Overall

Paired

Overall: all respondents per survey stage • Paired: only respondents with both an initial & final survey response

Caregiver Stress ⁱ

▼ **23.94%**

2.86 / 5

Final Score (lower is better)

Caregiver Burden ⁱ

▼ **45.84%**

3.45 / 10

Final Score (lower is better)

Caregiver Support ⁱ

▲ **53.70%**

3.95 / 5

Final Score (higher is better)

Caregiving Confidence ⁱ

▲ **67.29%**

4.50 / 5

Final Score (higher is better)

Employer Support ⁱ

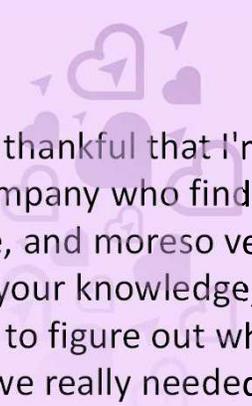
9.64

9.64 / 10

Final Score (higher is better)

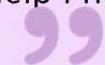


Your support, dedication and knowledge has done so much for our family and we will be forever grateful. Your company and SEI are blessed to have this program as a resource.

A faint, light purple graphic in the background of the testimonial box, showing a cluster of hearts and arrows pointing upwards and to the right.

Aunt S is now flourishing. I'm very thankful that I'm privileged enough to work for a company who finds services like yours provide valuable, and moreso very thankful that you were there with your knowledge, patience, experience and empathy to figure out what we needed and how to help us when we really needed it.

I'm flourishing. I have the entry points I needed to helping someone with Dementia issues, and feel like while I have a pretty good effort/journey ahead of me in my caregiver role, I'm equipped to either deal with it on hand or know where to go to find the help I need to do that dealing. Thank you.

A large, light purple double quote mark symbol.



Generations: Aging Adult & Caregiver Support

Member Story: Samantha & James





Meet Samantha & her dad, James:

Samantha is a full-time employee who works for a company that has the Generations Program as an offered benefit.



Samantha used our chat platform to contact Health Advocate, requesting a nurse for her father's fall and Medicaid expiration.



She was connected to a Generations Nurse Coach and scheduled a video call for the next day.

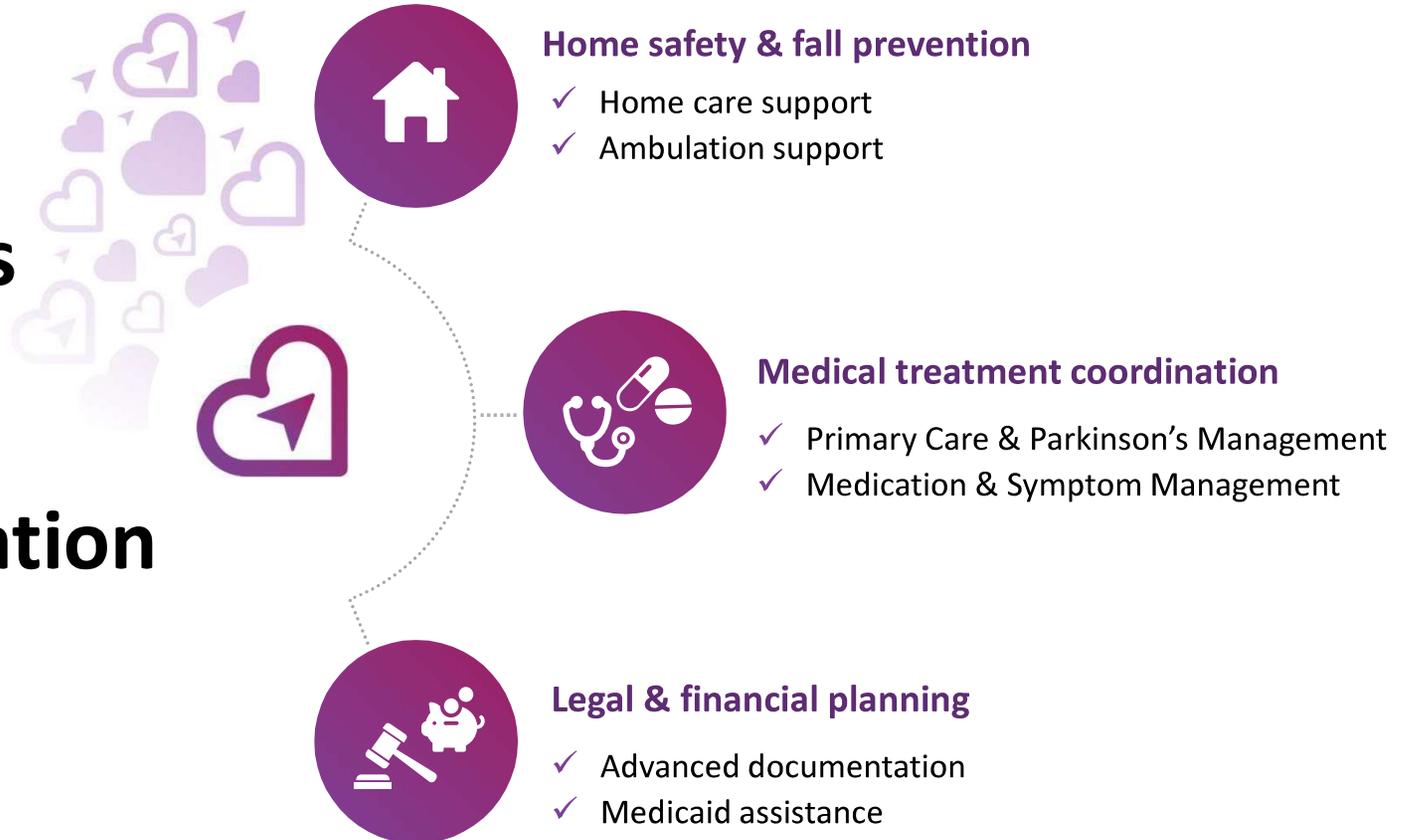


She tearfully explained that her dad, James, who is 77 years old, was diagnosed with Parkinson's a year ago and has had a few falls at home.



James called his Primary Care doctor, but the next appointment isn't available for three months.

Generations Program care plan implementation



Follow-ups implemented

Generations Team



Within one business day: Located a geriatric PCP
Assisted with assessment and appointment prep, ensured in-network Skilled Home Care availability, and confirmed the order with the PCP

Within 5 days of initial call:
Skilled Home Care services were approved by Medicare

- Physical Therapy (PT)
- Occupational Therapy (OT)
- Registered Nurse (RN)
- Speech Therapy
- Social Worker



Nurse Coach



- Educated family on Parkinson's and provided emotional support
- Connected family to support groups and resources
- Assisted in finding a Parkinson's specialist
- Prepared for medical appointments and reviewed follow-up steps
- Discussed palliative and hospice care with care recipient and caregiver

Follow-ups implemented



Benefits Specialist

Assisted James in reinitiating Medicaid benefits



Appeals Specialist

Assisted with LTC appeal, gathered records, and requested PCP's letter of medical necessity



EAP and Work/Life

Connected with EAP and Work/Life for bereavement support and Post Death Logistics Support



Financial Consultation

Assisted with completing the Financial POA



Legal Consultation

Guided James and Samantha through legal rights related to the LTC policy and assisted in completing a Living Will



Maintained a proactive relationship with caregiver and care recipient over a 3-month period...

... then received notice that the care recipient, James, passed away

“ I wanted to sincerely thank you from the bottom of my heart. I know you were doing your job, but you are amazing, and **I cannot express how much your support helped us in his last months.** ”

