

Have Government & Big Business Hijacked Eldercare?

This Consumer Advocate says, "Yes...and we're heading for a crash"

The 60+ age group is exploding and mushrooming senior populations are stretching healthcare, legal, financial, funeral, automobile, real estate and other industries to the breaking point. Consumer service providers supposedly there to support you are making this situation worse.

What can we do? How can we prevail against Un-cope-able Systems? **Carol-Ann Hamilton** – a leading-edge pioneer in systems thinking – is bringing this alarming crisis to a new level of public awareness. As a result of facing every imaginable obstacle with her own parents, she has trial-and-error tested **8 ADVOCACY Attitudes and Actions** that give power back to the consumer.

Show and Story Ideas

- ❖ **Behind the Hospital Curtain.** *The shocking truth about how BIG Healthcare really treats senior patients.*
- ❖ **Warning! Just Because Your Folks are in Assisted Living, the Nightmare Isn't Over.** *The 3 biggest myths that will get you in trouble every time.*
- ❖ **Ridiculous Driver's License Policies Harm Safety for the Rest of Us.** *How to "take away" the car keys from dangerous Dad or Mom so they get off the road.*
- ❖ **5 Essential Questions to Ask Your Elderly Parents Before It is Too Late.** *How to get legal, insurance and financial paperwork organized so you don't get caught with your pants down.*
- ❖ **Selling the Parental Home.** *The smartest ways to tackle overwhelm – especially when you're facing a hoarders-on-steroids house.*
- ❖ **How Eldercare Hurts Your Business Without Your Knowing It.** *The hidden bottom line costs you need to watch out for.*
- ❖ **Why Your Company Can't Afford to Ignore the Eldercare Crisis.** *Overhaul your Human Resources policies or lose your best people!*

Media Experience:

Local TV: CHCH TV and CTV (Toronto)

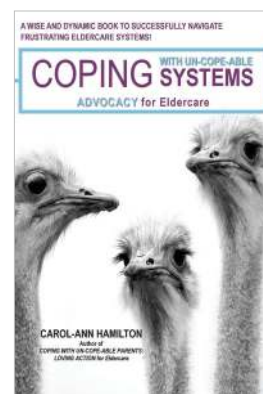
Radio: Chat with Women (Seattle); The Wellness Journey with Lynn Woods-Mullins (California); Philip Till's Morning News on CKNW-AM (Vancouver); Ilija Dugandzic at 96.5 FM (Australia)

Print: Parent Guide News (Long Beach); Senior Wire News Service (Denver); Western Pennsylvania News



Carol-Ann Hamilton

brings over 25 years' experience as an organizational development specialist in Fortune 500 and consulting settings to her eldercare ADVOCACY work. An expert in change management, performance coaching and communications, she helps companies and people achieve prosperity, whether in business or personal life.



When she faced her own Un-cope-able Systems nightmare, she realized these same skill sets can be used to create urgent transformation within the eldercare industry. Author of **Coping with Un-cope-able Parents: LOVING ACTION for Eldercare**, Carol-Ann is a popular speaker at professional conferences across North America. She has appeared via print, radio and TV in locations from Australia to Washington. Her mission is to significantly alter how our society supports aging populations and their caregivers.

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Availability: United States and Canada by arrangement