



National Network of Health and Elder Care Services  
Endorsed by Seniors and Family Caregivers

## **As a Sponsor of Senior Approved Services within Your State**

**You support a mission of advocacy**

### **Mission Statement:**

Senior Approved Services advocates for the right of all seniors to receive excellent care and most importantly - to remain safe while receiving this care. (Safe - physically, emotionally, and financially)

Senior Approved Services facilitates an atmosphere of trust and cooperation between the companies providing care and the senior receiving the care.

### **You support businesses within the Health and Elder Care Industry that voluntarily adhere to a higher code of ethics and social responsibility**

In order to successfully receive Certification as a Senior Approved Service each health and elder care business, resource, and/or product proves the following key elements of Social Responsibility by successfully completing our ethic-based consumer-driven survey, which reveals evidence of ethical business practices ...

#### **Human Life is Precious**

Each business proves that it serves each elderly client as an individual recognizing and addressing the unique needs and desires of each senior client.

#### **Cause and Effect**

Each business proves that the principle of cause and effect is understood and implemented through training, guidance, and supervision of each employee as he or she interacts with each individual senior client.

#### **Trustworthiness**

Each business proves honesty; including contract agreements, service and care expectations, scheduling, and safeguarding against all manners of fraud and abuse.

#### **Respect**

Each business proves that each elderly client is treated with respect and honors the senior as an elder with both a past and a future. Our elderly are not widgets to be warehoused.

#### **Social Responsibility**

Each business proves that it not only adheres to mandated rules and regulations governing the health and elder care industry – it surpasses the basic guidelines made evident by the senior citizen feeling that he or she is truly cared about and cared for.

**This is not a pledge or promise - ethical business practices of each business within our exclusive directory of resources is currently in place and attested to by the very clients this business serves.**

## You Will Reach - In Your State:

- ✓ Health Care Professionals
- ✓ Eldercare Professionals
- ✓ Other Businesses Catering to the Older Adult
- ✓ Non-Profit Organizations
- ✓ Government-based Services and Programs Serving the Elderly
- ✓ EAP groups
- ✓ Senior Citizens
- ✓ Family Caregivers
- ✓ Adult Children of the Elderly (baby-boomer population)

**Our Service is 100% Free** to seniors, family members of the older adult, social workers, discharge planners, and EAP (Employee Assistance Programs) groups.

## Via Internet + Local Searches in Your State

Your business is featured on the front page of [www.seniorapproved YOURSTATE.com](http://www.seniorapproved.YOURSTATE.com)

Your business is promoted on its own page within your State-sponsored site

Your business is one of a maximum of 5 non-competing sponsors representing your State

You establish yourself as an Expert in your field through the Ask the Expert feature

Sponsored site links to your corporate site, to the National Senior Approved Site, and to the Senior Approved Business-related site

Sponsored site is marketed on your behalf and you receive both a monthly traffic report and all leads generated from this site.

## Via Print + Local Marketing in Your State

Your company is promoted locally through a series of press releases to local media

Your company is featured on a customized Senior Approved Brochure - you receive 500 for your own marketing as well

The sponsored site is marketed locally as a Free Resource for Seniors and Family Caregivers

## Current Statistics

Senior Approved Services has served just over 8,000 seniors since the launching of our pilot program in 2003

Inquiries have continued to increase at the rate of 22% each year

68% of all inquiries have resulted from local key-word searches on the Internet

63% of inquiries originate from the Adult Child of the Elderly (Baby-Boomer Population)

The core web site, [www.seniorsapprove.com](http://www.seniorsapprove.com) receives (on average) 500,000 unique first time visitors each month

With 50 duplicated sites, representing each state, Senior Approved Services will dominate the category of Health and Elder Care Services

Senior Approved Services is not a referral company. Businesses do not pay for clients, leads, or referrals. Each business within our exclusive network of Senior Approved Services successfully complete a periodic survey reaching the high standard of a 90% or higher 'senior' satisfaction rating. (We average a 90% Return Ratio on the survey which is issued via mail)

A business pays for the survey process and in return receives a comprehensive report with suggestions designed to enhance or improve upon its delivery of care.

21% have failed to reach the required 90% rating

We do not report negative findings - rather we prefer to shine the light on the businesses that are indeed safe reliable companies with a proven history of quality care.



***"... in a world where getting the attention of who you want to talk to is the only currency worth trading I think you've created something worthwhile ..."*** Dan Taylor, Attorney, Creator of the 'Parent Care Solution', Author of 'The Parent Care Conversation' and the exclusive sponsor of North Carolina Senior Approved Services.

You may choose to sponsor your local region within your State - or - if available - Select the option of exclusive sponsorship of your entire State. See [www.seniorapproved-northcarolina.com](http://www.seniorapproved-northcarolina.com) for example of exclusive sponsorship