**Destination Map design prompts**

**We need a graphic representation of the following ideas:**

The **destination is the same** – the **Highest Quality of Care** for you or your aging loved one.

**Main premise of the graphic:**

An older adult/senior lost among roads that lead to different choices along their Aging Life Care Journey (see list).

It is a **journey** that no one is ready for and most never plan for. **Each journey is different** depending on physical health, mental health, financial resources, family support, experience and additional responsibilities. The **primary caregiver** is typically trying to make decisions **under stress and is frustrated** from dealing with **too many options and not enough time** to figure out what are the best options – **or which stops to make depending on individual needs.**

**The Value We Bring**: We know these roads because we have been the guides for families like yours since 1989.

**Don’t Worry, We Know The Way:** Our Care Managers have the **Education, Training and Experience** to help guide you to the stops you need to make in your personal Aging Life Care Journey.

What our Care Managers have that gives us the Expertise to be the guides towards the main destination:

**Education + Training + Experience = Expertise**

Company website: [www.eldercareanswers.com](http://www.eldercareanswers.com)

Company tagline: Expertise Matters

**How we sell ourselves as a valuable partner/guide on the aging life care journey:**

**Other things to consider when deciding if you want Eldercare Services to help you on your journey:**

* *We can do in 2 hours what it would take you 2 weeks to do.*
* *We’re much cheaper that the cost of plan fare if you have to fly into town when your father has that next car crash.*
* *We can tell you which nursing home or assisted living community you don’t want to visit.*
* *We can make your parents hear what you have said over and over again, but they refuse to listen because you are still a child.*
* *We have helped hundreds of seniors a lot worse than yours.*
* *We’re available 24/7, so you can turn your phone off.*

**List of Aging Care Stops along the journey:**

Assisted Living

Non-Medical In-Home Care

Primary Care Physician

Nursing Home

Pharmacy

Elder Law Attorney

Financial Planner

Conservator

Local Senior Care Resources

Senior Center

Home Safety

Home Health

Hospital

Hospice

Board & Care

Medical Equipment

Estate Planner

Fiduciary

Government Programs –

Medicare, Long-Term Care

Villages Network

Independent Living

Dementia Care