



# CaregiverCentral.org

***National Lifespan Respite Conference***

***Presenters: Mary Ellen Grant  
Tamika Harris***



# First, a Little about Share the Care, Inc.



## **WHO IS SHARE THE CARE, INC.?**

We are the oldest and largest provider of family caregiver support in the State of Florida.

## **WHAT IS OUR MISSION?**

Our mission is to provide services and support to family caregivers, enabling them to maintain their family member at home and delay or eliminate the need for institutional care.

## **WHAT IS OUR HISTORY IN CENTRAL FLORIDA?**

We began as a program of the Christian Service Center in 1986 soon became a separate 501(c)3 due to the growth of the program. We have been continuously serving the Central Florida community for more than 26 years.

# Summary of Share the Care Services

- **5 LICENSED ADULT DAY CARE CENTERS**
- **IN-HOME & OVERNIGHT RESPITE\*\***
- **PROFESSIONAL CASE MANAGEMENT**
- **IN-HOME COUNSELING FOR FAMILY CAREGIVERS\*\***
- **CRISIS CARE**
- **CAREGIVERCENTRAL.ORG -Online Caregiver Assessment, Information & Referral**

**\*\*These services are for clients who meet eligibility requirements based on income, diagnosis, age, etc.**





# 5 Licensed Adult Day Care Centers



Site	Address	Phone Number	Occupancy	Hours
<b>Share the Care, Inc. Administrative Headquarters</b>	1524 Formosa Avenue Winter Park, FL 32789	407.423.5311	Not applicable	8:30 am - 4:30 pm
<b>Five Share the Care Licensed Adult Day Care Centers: (Monday - Friday, 7:30 am - 5:30 pm)</b>				
<b>Share the Care, Inc. College Park Adult Day Care Center</b>	1524 Formosa Avenue Winter Park, FL 32789	407.423.5311	24	7:30 am - 5:30 pm
<b>Share the Care, Inc. Conway Adult Day Care Center</b>	Grace Covenant Presbyterian Church 1655 Peel Avenue Orlando, FL 32806	407.423.5311	40	7:30 am - 5:30 pm
<b>Share the Care, Inc. Maitland Adult Day Care Center</b>	St. Mary Magdalen Catholic Church 710 Spring Lake Road Altamonte Springs, FL 32701	407.423.5311	30	7:30 am - 5:30 pm
<b>Share the Care, Inc. Oviedo Adult Day Care Center</b>	Lutheran Haven Campus 2035 W. State Road 426 Oviedo, FL 32765	407.423.5311	26	7:30 am - 5:30 pm
<b>Share the Care, Inc. Winter Garden Adult Day Care Center</b>	First Baptist Church 81 N. Main Street Winter Garden, FL 34787	407.423.5311	20	7:30 am - 5:30 pm

## Referrals to Share the Care

### What is a “good referral” to Share the Care’s adult day care program? \*\*

- ☐ Caregivers of adults who are frail and physically and/or cognitively impaired
- ☐ Clients must be 18 years of age or older
- ☐ Clients must live with a caregiver
- ☐ Clients must not be bed-bound and must require no more than a two person assist (if assistance is needed).

\*\*Our Case Management team assesses each potential client for appropriateness of referral.

### Where do most referrals to Share the Care originate?

- ☐ Physicians
- ☐ Other healthcare and social service organizations (hospitals, Senior Resource Alliance, assisted living facilities, home health agencies, etc.)
- ☐ Families we have served in the past or are currently serving
- ☐ Word-of-mouth
- ☐ [www.CaregiverCentral.org](http://www.CaregiverCentral.org)
- ☐ Response to advertising efforts
- ☐ Other



## Dollars & Cents

### What are Share the Care's Payer Sources?

Our funding sources include private pay clients, local, State and Federal funding, grants, private donations, etc.

### Do we offer subsidized services to low income clients?

We have *limited subsidies* available for eligible Orange & Seminole County residents.

### How is eligibility for subsidies determined?

- Eligibility is based on various factors such as age, diagnosis and income (varies by funding source).
- Our Case Management team assesses eligibility for subsidies through a phone intake process and a home visit.
- Subsidies are available to eligible clients only as long funding is available.



# CaregiverCentral:

*A Mutually Beneficial Way to Work Hand-in-Hand to  
Benefit our Community*



**A program of Share the Care, Inc.,  
CaregiverCentral is an online Assessment,  
Information and Referral tool for our  
Community's Family Caregivers.**

**[www.caregivercentral.org](http://www.caregivercentral.org)**



# What is CaregiverCentral.org?

*A web-based family caregiver assessment, information and referral tool*



- **Conceived and Developed by Share the Care** – web development contracted with Clear Idea, the nationally respected company that created the **Benefits Checklist** for the National Council on Aging (NCOA).
- **Interactive Caregiver Assessment** through a brief yet thorough online caregiver survey. Built-in algorithm creates individualized report providing education and referrals to vetted service providers.
- **Caregiver Education & Information** – directs families to existing expert resources through resource library – often to nationally respected sources of health information.
- **Direct Caregiver Access** to a quality, vetted network of local service providers – empowering caregivers with tools and information to make clear and reasonable decisions for their loved ones' care.
- **An Added Tool for Discharge Planners/Case Managers** supporting their efforts to create a successful transition from hospital back to home and their community.





# Basic Philosophy of Caregiver Central



**Caregiver is Always at the Center**  
**Online Self-Assessment is the**  
**Defining Feature**  
**Vetting Process is Essential to**  
**Ongoing Quality Assurance**  
**Community Based Model**  
**Continuous Learning**

# CaregiverCentral.org

*A web-based family caregiver assessment, information and referral tool*



- **The Vision:**

To create a single point of entry into services for caregivers – a trusted information source recognized throughout the community to provide comprehensive and *personalized* direction to appropriate services and support for family caregivers and their loved ones.

- **Goals:**

- To help family caregivers identify their caregiving needs;
- To provide education and guidance to family caregivers about the types of resources and services that can help them (based on their individual, expressed needs);
- To connect patients and family caregivers to safe, quality providers and resources , and;
- Ultimately, our goal is to help families age in place well, avoiding unnecessary hospitalizations, re-hospitalizations and institutionalization.



# The Infinite Value of the Family Caregiver



The literature indicates that the presence of a family caregiver or other designated non-professional caregiver in the home *post-discharge* improves health outcomes.

The key? INFORMATION. Well-equipped, well-trained family caregivers make a real difference in their loved one's recovery.



# The Online Caregiver Assessment



- Takes about 10 – 15 minutes
- Includes questions about:
  - The family caregiver
  - The person for whom they are providing care
  - Existing circumstances
  - Caregiver burden scale
  - Depression Scale
  - Demographic information
- At the end of the assessment, an individualized report is provided which includes:
  - Types of services that may help based on their self-identified needs;
  - Definitions of each service (for example, what are the different types of home care services? Who is a good candidate?)
  - A listing of quality assured service providers under each category including a description of their service and how to contact them.
  - Library resources



# Linking Family Caregivers to Safe, Vetted Community Resources



## ■ A Web-based Assessment, Information and Referral Tool for Today's Family Caregivers

This tool provides an efficient, mutually beneficial partnership between *family caregivers* searching for supportive services for themselves and for their loved ones *and high quality, vetted\* Preferred Providers* in the community who offer these much-needed services in one of nine service categories\*\*:

1. Adult Day Health Care
2. Assisted Living
3. Caregiver Counseling
4. Care Management
5. Home Based Services - home care, companion services, etc.
6. Memory Evaluation and Related Services
7. Nutrition Related Services
8. Transportation Related Services
9. Medical Equipment & Supplies

• *All Preferred Providers voluntarily participate in the CaregiverCentral Quality Assurance Program.*

*\*\* Share the Care may add additional service categories as needed/desired.*



# CaregiverCentral Quality Assurance Process



## Preferred Provider Vetting & Annual Checklist

Provider Name

Date Completed Application Received:

Date Vetting Complete:

Date Provider Information added to CaregiverCentral.org:

- ☐ Completed Application
- ☐ Copies of certificates, insurance and applicable licenses:
  - ☐ Liability Insurance
  - ☐ Bonding
  - ☐ Workman's Comp Insurance
  - ☐ Business License
  - ☐ Professional License
- ☐ Reference Responses
- ☐ Results from Search for license/inspection violations including any needed follow up: FL AHCA, Better Business Bureau, other as appropriate  
<http://www.floridhealthfinder.gov/facilitylocator/facloc.aspx>  
<http://centralflorida.bbb.org/Find-Business-Reviews/>
- ☐ Notarized Affidavit
- ☐ Completed website information form
- ☐ Review and Approval/Denial of Application
- ☐ Letter confirming approval of application and invoice for payment (or letter denying approval and follow-up if needed)
- ☐ Confirm payment received
- ☐ Upload website description
- ☐ Announcement in next newsletter and on Caregiver Central Face Book page as well as other organizational social media sites.
- ☐ Annually: Six weeks prior to renewal date, mail renewal letter

This information is proprietary in nature and may not be shared without the express permission of Share the Care, Inc.

# Individualized Report & Library





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**Home > Survey > Caregiver Central - Results**  
**Your Results**

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Based on your answers to the questionnaire, you may be eligible for the following **9** services. For service details, click on the links below. This link will provide a full service description and contact information. Please call Share the Care at 407.423.8211 or fill in the contact information below to provide answers to your questions from our social worker:

**Your Service List:** Click on the service names below to learn more:

1. Adult Day Care ([click for more info](#))
2. Assisted Living Homes ([click for more info](#))
3. Caregiver Counseling ([click for more info](#))
4. Case Management ([click for more info](#))
5. Homebased Services ([click for more info](#))
6. Memory Disorder Education ([click for more info](#))
7. Support Groups ([click for more info](#))
8. Transportation ([click for more info](#))
9. In-Home Respite Care ([click for more info](#))

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Would you like more assistance with these services, or to register to receive financial assistance for the recommended services? If so, please provide the required information below. You will receive a phone call within 2 business days from our social worker to answer any questions you may have, free of cost.

First Name:	Last Name:
Telephone:	Email:
<input type="button" value="Submit"/>	

—By electing to be contacted you are not signing-up for any services. Your contact information is protected and will not be shared with any other entities.

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**Your Final Report**  
[Click here to review the results of the survey.](#)

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**Caregiver Central Library**  
[Click here to visit the Caregiver Central Library to review and add documents to your Final Report.](#)

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**If you need additional information on the following areas, please call 2-1-1.**

- **Elder Abuse Prevention Services:** Allegations of abuse, neglect and exploitation of senior citizens are investigated by highly trained protective service specialists. Intervention is provided in instances of substantiated elder abuse, neglect or exploitation.
- **Financial Assistance:** There are benefit counseling services that can be accessed through the (JAFSA) specialist at your local area agency on aging to assist older adults with financial assistance.
- **Home Health Services:** Home health care includes such care activities as changing wound dressings, checking vital signs, cleaning catheters and providing tube feedings.
- **Home Repair:** Services that help older people keep the condition of their housing in good repair before problems become major. Volunteers might come to an individual's home and patch a leaky roof, for instance, repair faulty plumbing or replace drafty walls.
- **Home Modification:** Services that provide adaptations and/or renovations to the living environment intended to increase ease of use, safety, security and independence. There are some local, state, federal and volunteer services that provide special grants, loans and other assistance for home.
- **Legal Assistance:** Legal advice and representation is available to persons aged 60 and over for certain types of legal matters including government service benefits, tenant rights, and consumer problems.
- **Senior Center Services:** Senior Centers offer a variety of recreational and educational services, seminars, events and activities for the active and less active older adult.

(information courtesy of [www.eldercare.gov](http://www.eldercare.gov))



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**Home > Library**  
**Caregiver Central Library**

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**Return to Your Results**

The Caregiver Central Library contains a number of documents that will make your caregiving process easier. You can click on any link to read the full document below. You can also choose to add the document to your Final Report so that you can print it out or email it once you are done.

**10 Warning Signs of Alzheimer's Disease**  
This information is courtesy of the Alzheimer's Association and provides a quick guide to the signs of Alzheimer's disease...  
[Click here to read more](#)

**A Guide to Finding Transportation Services**  
This information is courtesy of the Senior Resource Alliance and provides tips on securing the most appropriate form of transportation for a variety of needs... [Click here to read more](#)

**Advance Directives**  
An Advance Health Care Directive (AHCD) is a document that instructs others about your care should you be unable to make decisions on your own... [Click here to read more](#)

**Basics of Alzheimer's Disease Booklet**  
This helpful booklet is courtesy of the Alzheimer's Association and includes a brief guide on the effects of Alzheimer's disease...  
[Click here to read more](#)

**CG Campus Info Sheet - College Park**  
Information on the Caregiver Campus hosted at Share the Care in College Park... [Click here to read more](#)

**CG Campus Info Sheet - Maitland**  
Information on the Caregiver Campus hosted at the Roth Jewish Community Center in Maitland... [Click here to read more](#)

**Dementia Activities**  
This information is courtesy of the Alzheimer's Association and provides some great ideas for successful ideas on activities for persons with dementia... [Click here to read more](#)

**Grief and Dementia**  
This information is courtesy of the Alzheimer's Association and provides tips on dealing with grief related to dementia, for the caregiver and individual... [Click here to read more](#)

**Guide to a Dignified Diagnosis of a Memory Impairment**  
This information is courtesy of the Alzheimer's Association and provides helpful tips for families desiring an accurate and dignified memory impairment diagnosis... [Click here to read more](#)

**Home Safety & Fall Prevention**  
A Checklist for preventing falls around the home... [Click here to read more](#)

**Is It Depression or Dementia?**  
Whether the cognitive decline is caused by dementia or depression, prompt diagnosis and treatment are key... [Click here to read more](#)

**Meaningful Activities**  
Aging well means finding activities that you enjoy... [Click here to read more](#)

**Money Management**  
When the demands of managing one's finances become difficult because of physical or mental disabilities, it is very important for a senior to have an organized, trusted money management program in place... [Click here to read more](#)

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# Effective Community Collaboration –

*A key to long-term patient health and economic efficiency for healthcare providers*



- **Dilemma for hospital systems:**
  - Hospitals are acute care facilities (sickest of the sick), however current healthcare climate could suggest that more hospital resources should be invested in sub-acute services to ensure minimal readmissions.
  
- **Our Assertion:**
  - Central Florida has the community resources necessary to support adult patients & their caregivers post-discharge. Connection to community service providers is key.
  
- **Fundamental Challenges:**
  - Identifying and staying in communication with quality community resources to which to refer patients and families
  - Getting and keeping patients and caregivers connected to needed community services upon discharge



# Current Healthcare Climate



- **Patients are coming to the hospital sicker...**
  - Economic downturn = lower utilization of primary and sub-acute care;
  - ED as PCP
  - Patient management of health post-discharge not always effective
- **Baby-boomers**
  - Increased longevity due to positive medical advances, positive lifestyle changes
  - The downside of a positive trend: Increase in incidence of dementia
- **Medicare Hospital Readmission Penalties**
- **Competition:** Greater pressure than ever to manage costs to achieve sustainable margins.

# CaregiverCentral.org

## *Supporting Successful Patient Transitions*



### Key Elements of CaregiverCentral Integration:

- **Orientation & Training** of Case Managers/Discharge Planners, Nurse Managers & Assistant Nurse Managers, Guest Services Representatives, etc.
- **Avenues to Provide Information to Patients and Family Caregivers about CaregiverCentral.org:**
  - ✦ Upon admission – patient admission packets
  - ✦ During hospital stay – on hospital information channels on patient and waiting room televisions
  - ✦ Upon discharge – CaregiverCentral.org listed on discharge paperwork
  - ✦ On hospital website and key patient focused pages
  - ✦ Via follow up phone calls to patients and families



# Anticipated Outcomes



- Strengthened links between community healthcare providers throughout the continuum of care;
- Empowerment of family caregivers to connect directly to the information and care providers they need;
- Support for discharge planners/case managers, and;
- Decreased likelihood of preventable readmissions.



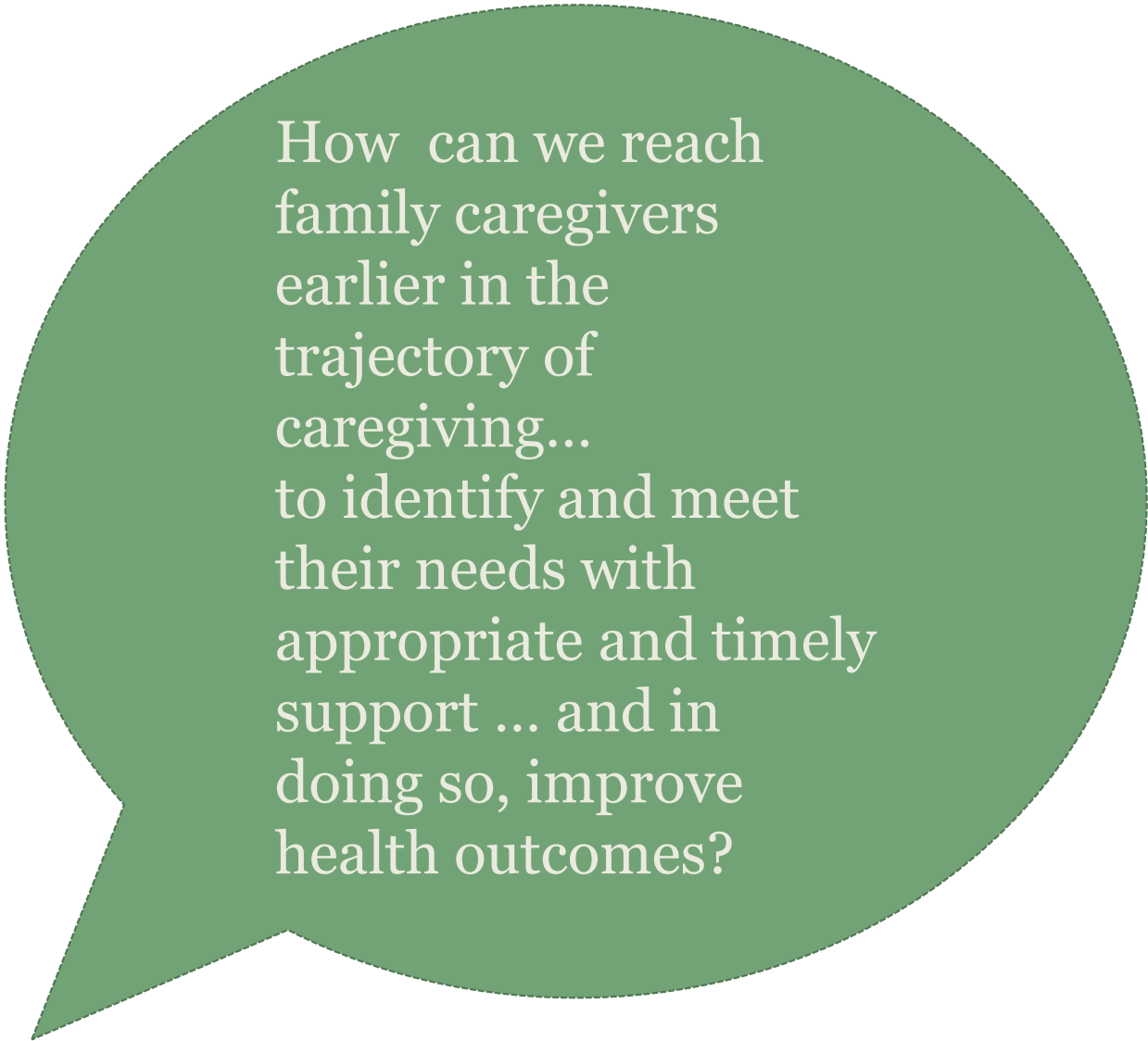


## **CaregiverCentral: Development and Implementation of an Online Self-Assessment Tool for Family Caregivers**

**Original funding by the  
Harry & Jeanette  
Weinberg Foundation**

**Annette Kelly, PhD, ARNP**  
Project Research Director

**Mary Ellen Grant**  
CEO, Share The Care, Inc.



How can we reach  
family caregivers  
earlier in the  
trajectory of  
caregiving...  
to identify and meet  
their needs with  
appropriate and timely  
support ... and in  
doing so, improve  
health outcomes?

????

# ONLINE TOOL development



## **TECHNOLOGY:**

What's possible?

## **CAREGIVING:**

What do we know?

## **CAREGIVERS:**

What are the needs?

## **OUR COMMUNITY:**

What are the resources?



# Online Self-Assessment



- Technology development partner: Clear Idea
- Evidence-based caregiver questions:
  - 5 domains (*Care Support; Your Care Recipient; Care Being Provided; Caregiver Well-Being; About You*) plus *Informed Consent*.
  - 10-15 minutes to complete
  - 3 standardized assessments (*Zarit Burden Screen; Caregiver Risk Screen; Depression Screen*)

# Our Community



## Community Asset Mapping Plan – Part 1

- Identify target community boundaries
- Caregiver structured group discussions:
  - ✦ What worked, what didn't
  - ✦ ID specific local groups, structures, services, relationships
- Structured Interview F/U of identified entities
  - ✦ Clarify community role, services, access, availability
- Identify “assets” using a wall map as a visual

# Our Community



## Community Asset Mapping Plan – Part 2

### Gathering of Professionals in Caregiving and Community Aging Services:

- Refreshments & brief networking – round table setup
- Three structured questions designed to elicit community caregiving qualities, supports, resources
- Possible challenges are identified in sharing but are not the main point

# In the Beginning...

## *Many questions...*

- Will family caregivers even use an online self-assessment?
- Who are the caregivers in our community who are not currently accessing services? Can we reach them?
- Will an online self-assessment reach a diverse group of caregivers?
- Will the menu of services generated by the online self-assessment have value to the community?

# YES!

Family Caregivers will use an online assessment tool...

- **Over 20,000 visits to [www.CaregiverCentral.org](http://www.CaregiverCentral.org) to date**
- **Over 6,000 accessed the self assessment**
- **1,713 completed self-assessments**



# Who are the Caregivers using CaregiverCentral.org?



*Of the 1,713+ caregivers completing the online assessment...*

- Average age = 54.03 78% female
- Caregiver age ranged between 18 to 88 yrs
- 66% White, 12.5% Hispanic, 10.6% Black, 10.9 Other
- 47% are daughters, 21% are spouses
- 64.9% of caregivers are married
- 32.7% earn under \$30K, 34.5% (\$30K-60K), and 32.7% (\$60K+)
- 49.3% - 4 year college or grad school





- 71% of caregivers provide daily care, and 69% of caregivers use no paid help.
- Most important concerns: 1) memory loss; 2) falls/almost falls; 3) care recipient feeling down or blue.
- One-third of caregivers describe their health as “fair” or “poor”.
- The majority of these caregivers experience high to very high levels of Caregiver Burden, Caregiver Risk and Depression.



# Are we reaching caregivers early? Have Caregivers Already Accessed Services?

**www.CaregiverCentral.org**

reaches caregivers who are *outside  
of the traditional community service network...*

- **75 %** were unfamiliar with existing resources
- **81 %** were not currently receiving any help
- **51 %** heard about us via TV/radio or website!

# DOES



# make A DIFFERENCE?



# Direct Resource Assistance for Caregivers



***CaregiverCentral.org*** provided direct community resource information to individual caregivers regarding their **self-identified**

## **Top care needs:**

- Respite Care
- Home Care

## **Top task needs:**

- Shopping and Meal Provision
- Transportation

## **Most frequent care concerns:**

- Memory loss
- Falling or almost falling
- Feeling down or blue

# CaregiverCentral.org

## Benefits Family Caregivers



- **Single Point of Entry for Caregiver Resources & Support**
- **Fast, Efficient & Effective Caregiver Needs Assessment**
- **Personalized Report**
- **Reduced Caregiver Burden**
- **Equips Caregivers to keep Care Recipients at Home Longer**
- **Provides Working Family Caregivers with Resources that may help them Continue in the Workplace**

# Early Identification of Caregiver Needs



**Appropriate family & community support reduces risks related to:**

- Falls
- Memory loss
- Medication management
- Transportation

**Access to available programs improves quality of care and quality of life:**

- Senior centers
- Volunteering
- Adult day care
- Faith community opportunities

# Early Identification of Caregiver Needs



**Access to education and information helps caregivers to anticipate and plan rather than live in “crisis mode”:**

- Online library
- Support groups

**Use of social media and easy technology empowers caregivers to be engaged in their own journey.**

# Early Identification of Caregiver Needs



**Caregivers want to trust their service providers:**

- Vetted providers
- Quality Assurance

**Employers are encouraged to get involved in supporting employee-caregivers:**

- EAP can recommend



# Caregiver Initiative Evaluation



## 14 caregiver projects across the country:

- National focus for overall evaluation:
  - ✦ Impact on caregiver well-being
  - ✦ Effectiveness of community-based caregiver support
  - ✦ *(added in year 2)* cost-benefit/savings estimate
- National findings:
  - ✦ Significant decrease in caregiver burden, risk and depression across projects
  - ✦ High levels of productivity and community recognition
  - ✦ Substantial savings from averting nursing home placement, as much as \$47 million in one year.

# Internal evaluation



CaregiverCentral.org – anonymity a key value.

- Two follow-up surveys:
  - Only participants who received direct services were contributors to National Evaluation data
    - ✦ n=151; survey respondents n=36 (23.8%)
  - In Year 2 we added a local evaluation request for feedback about service use frequency, service satisfaction, burden, depression, and additional needs.
    - ✦ n=350; survey respondents n=170 (48.5%)

# Internal Outcomes Evaluation



- Year 2 follow-up survey results (n=170):
  - 77.8% = found assessment results helpful, very helpful
  - 70.6% = referrals matched or somewhat matched my needs
  - 60% used in home services (volunteers or paid)
  - 38.9% actually have more support and feel more positive
  - Other services most often utilized: adult day care, case management, home equipment, in-home counseling.
- Ongoing Plan: new survey questions being developed to additional evaluation interests.

# New Look & Feel of Self Assessment Webtool



 Caregiver Central

Welcome to Caregiver Central!  
Your personalized caregiver self-assessment tool  
and access to help and support.

Begin the Assessment



Our online survey tool takes about 10 minutes. It provides you with an individualized set of service recommendations and resources that will contribute to your caregiving experience. You will also have the opportunity to link up with local service providers, information and support.

This website is a free survey tool and was developed by Share the Care, a not-for-profit organization whose mission is to provide community-based support for family caregivers in Central Florida. There are no attempts to sell services or products to the users. If you provide your contact information at the end of the survey (Name and phone number or email), we may be able to provide you with financial assistance for services.

Please be assured that the information you provide will not be shared or used for any other purpose but to provide you with assistance at your request. Share the Care, Inc. is the premier caregiver organization serving central Florida families and has been for over 20 years.

# Snapshot of Updated Self Assessment Webtool



**Care Support**

Q4. What kind of help do you give to the care recipient? Please check all that apply.

- ☐ Personal Care (such as eating, bathing, dressing, using the toilet, getting in and out of the bath and bedding)
- ☐ Housekeeping (such as help with meal preparation, cleaning and laundry)
- ☐ Transportation
- ☐ Shopping and errands
- ☐ Supervision for safety
- ☐ Money management
- ☐ Medication management
- ☐ Declined to answer
- ☐ Don't know
- ☐ Other

If Other, please specify:

Q5. Does the person you care for have any of the following problems? (Please check all that apply).

- ☐ Substantial falls
- ☐ Memory loss
- ☐ Problems with vision or hearing
- ☐ Wandering
- ☐ Feeling down or blue
- ☐ Verbal or physical aggression against you

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Q6. On average, how many hours per week do you need extra help to deliver required services?

- ☐ None
- ☐ 1-2 hours
- ☐ 3-5 hours
- ☐ 6-10 hours
- ☐ Over 10 hours

Q7. If a change in your life caused you to need extra help, to whom would you turn first?

- ☐ Family at home
- ☐ Other family members
- ☐ Neighbors/Friends
- ☐ Church/Synagogue/Mosque
- ☐ Professional service providers
- ☐ Declined to answer
- ☐ Don't know

If Other, please specify:

Q8. Means the Care is committed to keeping all use of the CaregiverCentral survey completely private. If you provide your name and email address below, this will enable us to contact you with a future brief survey to help Share the Care plan needed community services for family caregivers.

Please add your name

and email address

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# Snapshot of Admin Features



## New Link Tracks Feature

Home > Link Tracks

Rey Muradaz

Share the Care

- Manage Referrals
- Manage Site
- Manage Surveys
- Manage Services
- Manage Providers
- Show Link Tracks
- Manage Lists
- Manage Library Documents
- Manage Reports
- Manage Users
- Change Your Password

### Link Track Counts - All providers

Start Date:  End Date:

Search:  Show entries: 10

Provider	Status	Click Count
Age Advantage Home Care Services	Active	1
Alzheimer's & Dementia Resource Center, Inc.	Active	2
Alzheimer's Association - the Central and North Florida Chapter	Active	1
Comfort Keepers	Active	10
Easter Seals Daybreak at The Miller Center	Inactive	2
Emeritus at Tusawilla Assisted Living	Active	4
FirstLight HomeCare of Central Orlando	Active	8
Full Circle America of Central Florida	Active	7
Interim Healthcare of Greater Orlando	Active	4
Jewish Family Services of Greater Orlando, Inc.	Active	6

Showing 1 to 10 of 24 entries

First Previous 1 2 3 Next Last

# Snapshot of Admin Features



## New Data Range Feature

A grid of seven different range slider UI components, each with a title and a visual representation of the slider. The components are arranged in two columns. The first column contains four sliders, and the second column contains three. Each slider has a title, a range bar, and numerical or date labels. The sliders are: 1. Basic Range Slider: A horizontal bar with a dark grey range from 20 to 50. 2. Edit Range Slider: A horizontal bar with a green range from 20 to 50. 3. Date Range Slider: A horizontal bar with a blue range from 2010-02-11 to 2011-02-11. 4. Range Slider without Arrows: A horizontal bar with a brown range from 20 to 50. 5. Range Slider with formatter: A horizontal bar with a dark grey range from \$20.0 to \$50.0. 6. Range Slider Rulers: A horizontal bar with a dark grey range from 20 to 50, with a ruler scale from 0 to 90. 7. Date Range Slider Ruler: A horizontal bar with a green range from 2012-02-10 to 2012-05-22, with a ruler scale from Jan to Dec.

# CaregiverCentral.org

## Benefits Preferred Providers



- **Powerful, Cost-Effective Marketing Tool**
- **Bringing the Right Referrals to Your Organization**
- **Prime Marketing Placement**
- **Portal of accessibility to self-screened family caregivers**
- **Expanded Caregiver Market**
- **Affiliation with a High Quality Network**



# AD CAMPAIGN



**SUPPORTING  
Family Caregivers**  
since 1986



Share the Care, Inc.<sup>™</sup> is a not for profit organization that has been faithfully serving the needs of family caregivers in the Central Florida community for more than 25 years. We offer a host of caregiver services and resources that enable caregivers to safely and affordably care for their loved one at home.

For more information call 407-423-5311.

**Adult Day Care Center Locations:**

College Park	Winter Garden	Oviedo	Windermere	Conway	Maitland
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407.423.5311 • [www.HelpForCaregivers.org](http://www.HelpForCaregivers.org)



**Your Online Road Map to Caregiver Support**

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# Social Media: A developing venue for Caregiver Central exposure



## **You Tube**

<http://www.youtube.com/watch?v=TVmHYNKnbjU&feature=plcp>

## **Face Book**

[www.facebook.com/CaregiverCentral.org](http://www.facebook.com/CaregiverCentral.org)

# CONTINUING Developments



- **New Service Provider Categories**
- **User Frequency Data**
- **Promotion of Preferred Providers**
- **Replication in Other Communities**

# Questions?



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CaregiverCentral is a program of Share the Care, Inc.