

INSURANCE NEWSCAST can be read online at [www.insurancebroadcasting.com](http://www.insurancebroadcasting.com)

## INSURANCE NEWSCAST

Thursday, 07/12/07

[Subscribe](#)

[Archives](#)

[Home Page](#)

[Unsubscribe](#)

[Media Kit](#)

Tel. 330-425-8399

[Change e-mail](#)

[Contact Us](#)

over 350,000 subscribers

*Read daily by the "best and the brightest" in the insurance industry.*

To print this article, please click your print icon!

To e-mail this article, choose edit from the top menu, choose select all, choose copy, and then paste into your e-mail message

### **AARP Study Finds Value of Informal Caregivers Exceeds 2006 Exxon Mobile Profits: CareOptionsOnLine™ Gushes Resources to Cap Caregiver Losses**

MADISON, Wis.--(BUSINESS WIRE)--To the tune of an estimated 350 billion dollars annually, informal caregivers are the foundation of the long-term care system in this country, said AARP in a study released last month.

AARP Director of Policy, John Rother notes, "the unpaid services they provide are not without costs. Lost time at work and reduced benefits adds to the emotional and physical strain of actually caring for a loved one."

CareOptionsOnLine, (COOL), is the only consumer-driven, care planning resource that helps with the financial, physical, and emotional stresses that caregivers are under now, and guides them in planning for future needs.

COOL delivers relief to caregivers through an easy-to-use, Web-based tool that gives them resources to help determine care needs, find and evaluate care facilities and service providers, understand the long-term care system and medical conditions, and estimate costs. Through exclusive access to articles written to help caregivers cope, subscribers have access to instant emotional support.

"COOL is the most comprehensive solution available in the market today," states Robert Pearson, NavGate's President and CEO. "While other programs serve as a simple referral network consisting of lists of confusing Web addresses and phone numbers, COOL empowers individuals to take control of their future through a unique, step-by-step process of creating a personal plan of care, which includes a process for creating a Power of Attorney for Healthcare or a living will."

"CareOptionsOnLine takes much of the stress and confusion out of the situations that confront people who must care for an elderly parent or family member who is ill," said David G. Wegge, Ph.D., CareQuest Chief Academic Officer. "COOL also helps people deal with issues such as locating a physician for a child who is away at school, finding resources to manage diabetes or other chronic medical conditions."

COOL is powered by NavGate Technologies, a division of CareQuest, Inc. Employers, HR Professionals, Healthcare & Insurance Professionals, Benefits Managers and Benefit Consultants may request information about COOL solutions by going to [www.NavGate.org](http://www.NavGate.org), phone 800-217-9904 or email [info@NavGate.org](mailto:info@NavGate.org).

Contacts

Media Contact:

Jennifer Bero

NavGate Technologies

800.217.9904

[beroj@navgate.org](mailto:beroj@navgate.org)

[www.navgate.org](http://www.navgate.org)

**[Return to today's INSURANCE NEWSCAST](#)**

**INSURANCE NEWSCAST** from **InsuranceBroadcasting.com**

9221 Ravenna Road, Suite #D8, Twinsburg, OH 44087

888-282-1765 --- 330-425-8399

[www.insurancebroadcasting.com](http://www.insurancebroadcasting.com) --- [wpodgurski@aol.com](mailto:wpodgurski@aol.com)