



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

*The Working Elder Caregiver Problem
and
The GDGC Solution
TAWC: Tools and Advice for Working Caregivers™*



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

The GDGC Difference

Genser Dubow Genser & Cona, LLP (GDGC) is recognized as a leading Elder Law firm on Long Island.

Located in Melville, the firm is recognized for its creative advocacy and cutting edge strategies. GDGC was ranked the #1 Elder Law Firm on Long Island for 6 consecutive years by Long Island Business News.

GDGC has been featured in many publications, including The New York Times, The Wall Street Journal, Newsday, L.I. Business News, USA Today, The Daily News, The New York Post, The New York Law Journal, Reader's Digest and many others.

Acting as educators and advisors, the firm's attorneys frequently lecture at professional organizations, colleges and universities, assisted living facilities and senior citizen groups. We are committed to making Long Island a great place to live, work and age with grace.





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Melissa Negrin-Wiener, Esq.

Melissa Negrin-Wiener is a partner at Genser Dubow Genser & Cona. Ms. Negrin-Wiener manages the Government Benefits Department, concentrating her practice in the areas of:

- ◆ Medicaid eligibility planning
- ◆ Asset protection planning
- ◆ Disability matters
- ◆ Guardianships
- ◆ Estate planning
- ◆ Veteran benefits

Ms. Negrin-Wiener has been named LIBN's Top 50 Most Influential Women in Business, 40 Under 40 Rising Stars on Long Island, and the Outstanding Pro Bono Attorney award from Touro Law School.

Ms. Negrin-Wiener graduated from Binghamton University with a Bachelor of Arts and she received her Juris Doctor from Hofstra University.





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Elder Care is the New Child CareSM

Over 65 million
Americans,
29% of all U.S.
households,
provide care for
an adult family
member.

*National Alliance for Caregiving in collaboration with AARP;
November 2009*



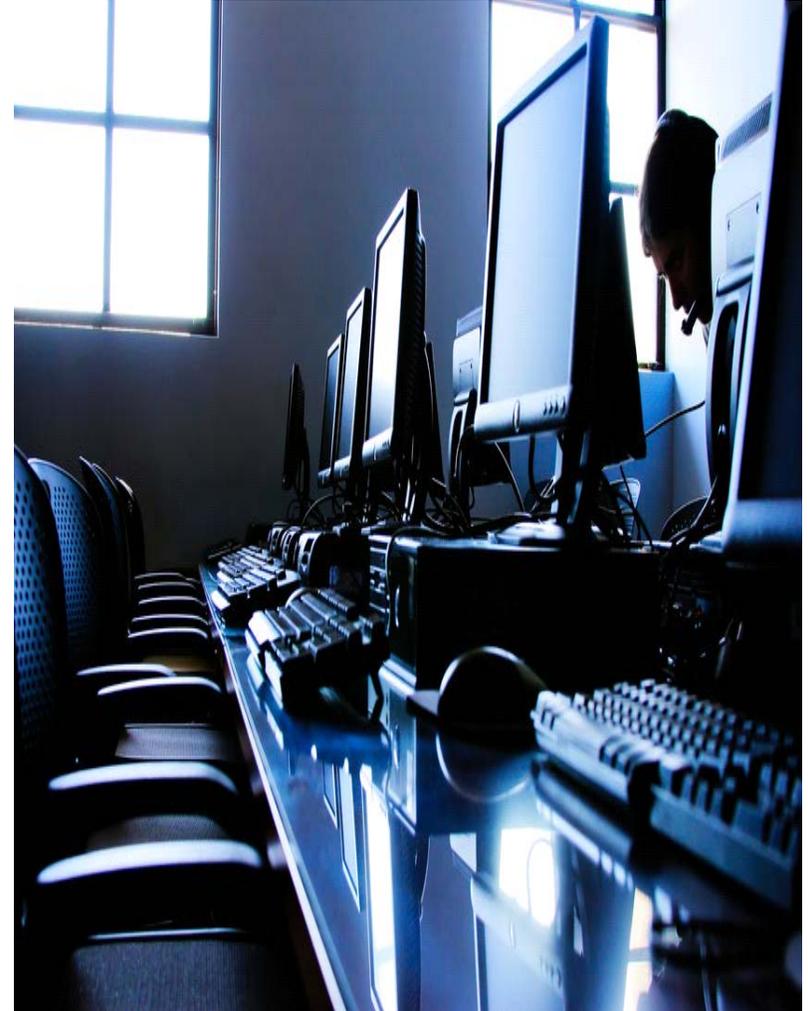


GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Elder Care is the New Child CareSM

Elder caregiving
costs employers
\$33.6 billion annually
in lost productivity.
Absenteeism costs
the US economy an
estimated \$25.2
billion.

Gallup Poll, 2011





The National Alliance for Caregiving and AARP report:

66% of elder caregivers make work adjustments including:

- ◆ Arriving late/leaving early
- ◆ Taking time off
- ◆ Cutting back on work hours
- ◆ Changing jobs
- ◆ Stopping work entirely



1 in 5 elder caregivers has had to take a leave of absence.

84% of elder caregivers state that they need more information and help on elder caregiving topics.



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Elder Care is the New Child CareSM

It is the job of the Manager and HR professional to get the best work out of their employees. This includes keeping employees motivated and happy so they will continue to contribute to the organization for the long term.



Turnover and downtime not only affect the manager, small business owner and HR professional but greatly impact the organization's bottom line.



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Elder Care is the New Child CareSM

Management = Achieving business results by focusing resources.



In order to properly focus resources, you need to constructively address employee's personal problems.



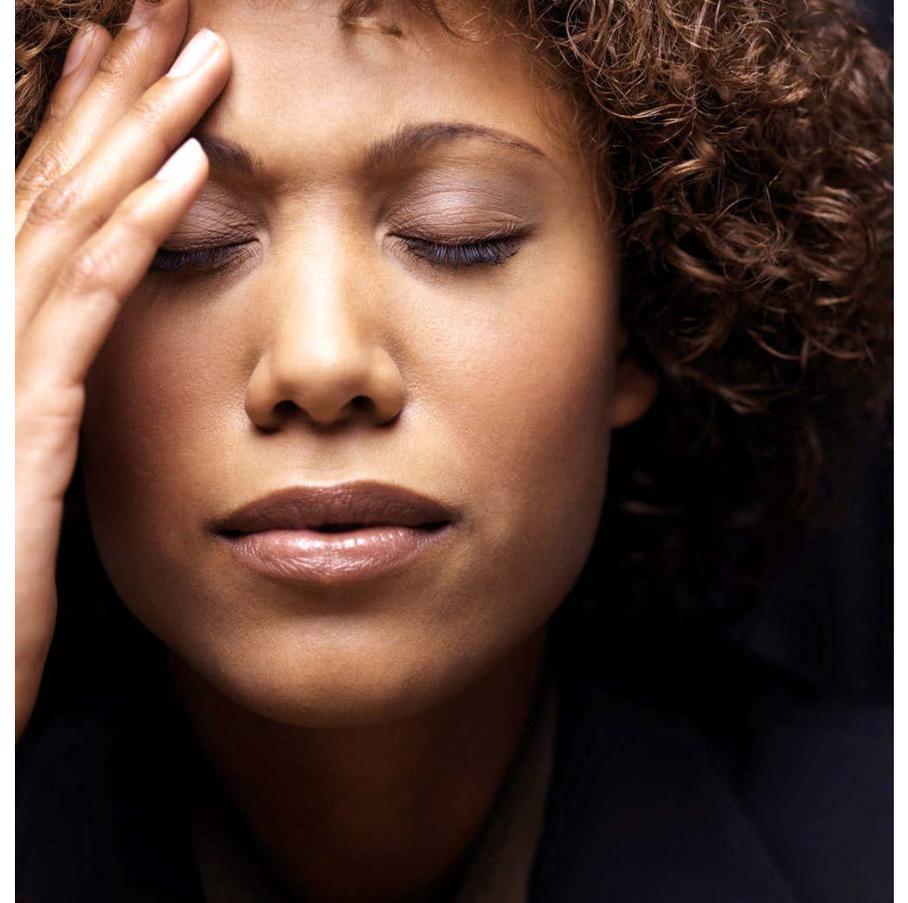
GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Elder Care is the New Child CareSM

Elder caregivers typically handle:

- ◆ Medical issues and decisions
- ◆ Bill Paying
- ◆ Coordination of care
- ◆ Family Disputes

...all while juggling work
responsibilities





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Elder Care is the New Child CareSM

These added pressures create problems in the workplace.

Although many warning signs go unchecked, business owners and HR professionals who understand these issues will be better prepared to manage them.





The Most Common Caregiving Issues in the Workplace as Reported by HR Professionals:

- ◆ Coordinating and choosing elder care services (hiring/interviewing home health aides, securing elder law services, financial services, geriatric care managers)
- ◆ Emergency caregiving responsibilities (home health aide late or absent, urgent doctor appointments, transportation needs)
- ◆ Hospitalizations
- ◆ Choosing a nursing home or rehabilitation center

Source: GDGC Elder Caregiving Employee Benefit HR survey via SHRM-LI



Workplace Issues

- ◆ Employees often keep their personal matters out of the workplace.
- ◆ An employee may not tell an employer that they are taking care of their aging parent for fear that it will change the employer's impression of them or cause the employer to take away job responsibilities.
- ◆ It is important for employers and HR professionals to pay attention to the warning signs, including changes in work habits and work product.





Workplace Issues: *What to Look For*

Signs that an employee may be an elder caregiver:

Sporadic attendance

Increase in personal telephone calls

Lack of concentration

Reduced productivity

Out of character emotional outbursts

Arriving late/Leaving early

Prolonged or frequent disappearances

Poor work quality

Missed deadlines

Use of unpaid time off





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Workplace Issues: *What to Look For*

Take a Step Back:

- ◆ Caring for an elderly or disabled loved one can be one of the most difficult times in an adult child's life.
- ◆ Elder caregivers are dealing with the stress of caregiving and the emotional trauma of watching their parent deteriorate.
- ◆ Employers and HR professionals must tread lightly when confronting employees about these issues.





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Workplace Issues: *What to Look For*

Tips on handling employees who are elder caregivers:

Accommodate short-term needs

Be flexible in working hours or working location

Temporarily assign better suited work for that employee

Stay in touch with the employee during crisis

Refer employees to appropriate resources

When the crisis has passed, refocus the employee on the steps needed for success and career advancement



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

The Law: *What's Changed*

The Equal Employment Opportunity Commission and the New York Human Rights Law recognize caregivers as a protected class.

As of 2016, the definition of “caregiver” has been expanded to include elder caregivers.

IT IS MORE IMPORTANT THAN EVER TO HELP YOUR WORKING ELDER CAREGIVERS AND PROTECT YOUR ORGANIZATION'S BOTTOM LINE!





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

The Law: *What's Changed*

Family Medical Leave Act:

Beginning January 1, 2018, the New York State Paid Family Leave Program will provide New Yorkers job-protected, paid leave to care for a close relative with a serious health condition, including nursing, hospital and hospice care.

Problems:

Companies can lose their top talent for up to 8 weeks in 2018

(going up to 12 weeks in 2021)

IT IS MORE IMPORTANT THAN EVER TO HELP YOUR WORKING ELDER CAREGIVERS AND PROTECT YOUR ORGANIZATION'S BOTTOM LINE!



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Workplace Solution: *It's Time to TAWC About It*

TAWC: Tools and Advice for Working Caregivers

GDGC's Elder Care Employee Benefit Program is designed to help working caregivers navigate the eldercare landscape while remaining present and productive at work.



SHRM Webinar



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

Workplace Solution: *It's Time to TAWC About It*

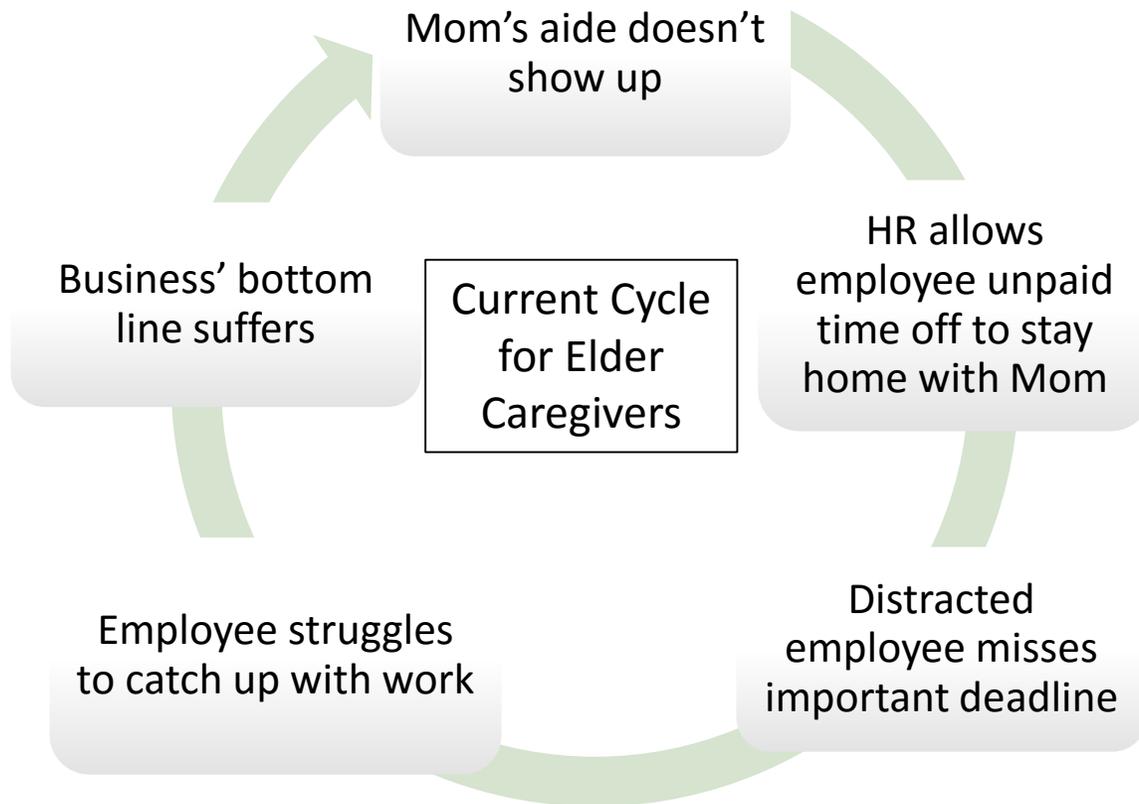
Studies show that giving employees the tools they need to help care for their aging loved ones:

- ◆ Reduces absenteeism
- ◆ Reduces downtime
- ◆ Reduces turnover
- ◆ Promotes job security for the working elder caregiver





Workplace Solution: *It's Time to TAWC About It*



TAWC Can Break the Cycle
Our dedicated Emergency Elder Care line can supply last-minute assistance for elder caregivers so they won't have to miss work.



TAWC: *How it Works*

Member companies have a host of benefits for their elder caregiver employees as a one-stop resource:

- ◆ Immediate access to GDGC elder law attorneys
- ◆ On-site Educational Seminar Series
- ◆ Preferred Provider List
- ◆ Emergency Elder Care
- ◆ Discounted Legal Services





TAWC: *On-Site Seminars*

GDGC's customized TAWC seminars are designed to empower elder caregivers with knowledge and information to handle an elder care crisis – or plan ahead to avoid a crisis. Both will ensure that your company will experience increased productivity and profitability by reducing absenteeism, downtime and turnover.

- ◆ Caregiver Support and Resources
- ◆ Asset Protection Planning
- ◆ Medicaid Eligibility
- ◆ Crisis Planning: Preserving Assets
- ◆ Medicaid Home Care Benefits
- ◆ Medicaid Nursing Home Benefits
- ◆ Estate Planning
- ◆ Veterans Benefits
- ◆ Wills and Trusts
- ◆ Guardianships
- ◆ Probate/Estate Administration



GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

TAWC: *Bring in the Preferred Providers*



Home Care Agencies



Home Contractors



Geriatric Care Managers



House Call Physicians



LTC Insurance



Senior Housing



Financial Advisors



Alzheimer's Support

Pre-screened and vetted Preferred Providers are trusted elder care industry professionals whose information is available exclusively to employees of member companies.



TAWC plans are tailored for your company's specific needs

Basic Plan:

- ◆ On-site Elder Care Overview Seminar
- ◆ Immediate access to GDGC Elder Law attorneys
- ◆ 10% off legal fees for all employees





TAWC plans are tailored for your company's specific needs

Platinum Plan:

- ◆ On-site Elder Care Overview Seminar
- ◆ Customized topic sessions up to 12 times per year
- ◆ Immediate access to GDGC Elder Law attorneys
- ◆ Emergency elder care: on-call and on-demand home health aides via dedicated 24-hour toll-free number
- ◆ Preferred Provider list of vetted elder care industry professionals
- ◆ 10% off GDGC Elder Law and Estate Planning legal fees for all employees





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

TAWC: *Retain Your Talent*

Each of your employees is an important

part of your team.

Don't let elder caregiving

cause you to

lose your top talent!



Turnover, downtime and recruiting not only affect the manager, small business owner and HR professional.

They negatively impact your company's bottom line.



GDGC's Elder Care Employee Benefit Program

- ◆ Support and retain your talent
- ◆ Attract new talent with cutting-edge benefits
- ◆ Stop the productivity drain
- ◆ Improve your organization's bottom line





GDGC Practice Areas

- ◆ Medicaid Planning
- ◆ Guardianships
- ◆ Asset Protection
- ◆ Estate and Tax Planning
- ◆ Estate and Trust Administration
- ◆ Nursing Home Representation
- ◆ Estate Litigation
- ◆ Veterans Benefits
- ◆ Personal Injury





GENSER DUBOW
GENSER & CONA LLP
— ELDER LAW COUNSELORS —

It's Time to TAWC About It...



SHRM Webinar



**GENSER DUBOW
GENSER & CONA LLP**
— ELDER LAW COUNSELORS —

**225 BROADHOLLOW ROAD
SUITE 200
MELVILLE, NEW YORK 11747**

**TEL: 631.390.5000
WWW.GENSERLAW.COM**