



For Immediate Release

## ELDERTOUCH BRINGS PEACE OF MIND TO CAREGIVERS OF ELDERLY LOVED ONES

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**BALTIMORE, MD (FEBRUARY 20, 2008)** – Persons caring for elderly loved ones now have a valuable resource available to them with the launch of an innovative program designed specifically to support and guide the caregiver at every step -- ElderTouch ([www.eldertouchhealth.com](http://www.eldertouchhealth.com)). As we age, our health care needs increase and change, requiring greater attention to preserve health and minimize the impact of illness. This places a significant burden on caregivers. Identifying and coordinating appropriate care resources can be extremely time consuming and difficult for caregivers. ElderTouch offers a comprehensive health coordination program that:

- Provides caregivers and family members with information and guidance while reducing the confusion and stress associated with elder-care responsibilities
- Maintains and enhances health of elderly loved ones through comprehensive health assessments, improved coordination of care, and ongoing review of the appropriateness and affordability of prescribed medications
- Facilitates aging in place

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“We are extremely excited about offering this program that helps caregivers more easily and knowledgeably access affordable, quality health care for elderly parents and loved ones.” says Thomas Krajewski, MD, Medical Director for ElderTouch and author of *Elder Interventions*. “We are committed to facilitating healthier aging at home or in communities by preserving health through wellness and prevention, healthful behaviors, healthcare service coordination, and ongoing evaluation of medications.”

According to AARP, the typical caregiver, a 46-year-old woman who works out of the home while taking care of a loved one, is generally required to reduce the hours she works by 41% in order to attend to eldercare responsibilities. And the cost also shows up in the health of caregivers, who report higher rates of conditions such as high blood pressure and depression.

Caregivers can now rely on a licensed ElderTouch Care Manager to be familiar with and prepared to intervene in the expected and unexpected health problems encountered by their elderly loved ones, helping them to understand and sift through the many options and decisions they will face. A core feature of the service is the medication review, where prescribed medications taken by are evaluated periodically by licensed pharmacists. Nearly 1 in 5 hospital admissions occur as the result of adverse medication reactions. With ElderTouch, the periodic medication review provides the opportunity to identify not only potential adverse reactions, but also possible less expensive alternatives that can be discussed with the doctor or

pharmacist. And the cost savings can be substantial, often offsetting most of the monthly cost of the program subscription.

Other core services offered under the program include:

- comprehensive assessments- telephonic or in the home;
- detailed plan of care that includes identification of local resources for information and in-home support; and
- ongoing care coordination- there for the caregiver at every step

ElderTouch is available to caregivers throughout the United States.

### **About ElderTouch**

ElderTouch is a service of Integra Health Management ([www.integrahm.com](http://www.integrahm.com)), a privately held company headquartered in Baltimore, MD and providing integrated medical and behavioral health management services. ElderTouch offers peace of mind to caregivers of elderly loved ones, ensuring that appropriate services are available and coordinated when needed. ElderTouch care managers, typically registered nurses, work with caregivers throughout the United States to help them navigate the complexities of the health care system and identify necessary and available care resources in their communities. Visit ElderTouch online at <http://www.eldertouchhealth.com>.

### **About Integra Health Management**

Headquartered in Owings Mills, MD, Integra Health Management is a privately held company providing integrated, patient-centric medical/behavioral health management services. Its interdisciplinary approach offers payers added capabilities for managing excess and avoidable health costs that result when health conditions are managed in an uncoordinated and fragmented fashion. Visit Integra Health Management online at <http://www.integrahm.com> or call 877-581-3031.