



Blanche S. Katz, M.S.N., R.N., G.N.P.

Blanche, the Eldercare Educator, is a Gerontological Nurse Practitioner with 18 years experience who cared for her own parents and spouse. She works with adult care givers who want to learn how to balance eldercare in their family life and in the workplace. Blanche speaks with companies who want more productivity by improving communication and understanding of the generational diversity in today's workplace.

People are Saying ...

"Thank you very much for your dedication and willingness to impart your immense professional expertise and knowledge."

Did You Know ...

The annual estimated cost of caregiving for American companies is \$29 billion.¹

¹National Family Caregivers Association
2004

One in 4 Employees has Another Job ... Elder Care

**Learning about Elder Care and Generational Diversity
in the Workplace Saves Time, Energy and Money for
Employers and Employees**

Topics

Eldercare and Work: Finding the Balance **Win-Win-Win solutions**

- Employee: Continuing employment; be a healthy caregiver
- Employer: Avoiding/minimizing the impact of elder care and work conflicts
- Care Recipient: Continuing family-provided care

How to Manage Generational Diversity in the Workplace

Beaver Cleaver Meets Bart Simpson at work

- Improving communications between the various generational employees
- Increasing productivity while decreasing absenteeism
- Maximizing access to resources

See Blanche in Action

See and hear Blanche Katz as she presents a segment of Aging Parents:TM The Seminar. You will see an example of Blanche illustrating how to manage one of the many challenges of the care of aging loved ones. One main emphasis of the entire series is to have a plan.

A free preview DVD/Video (VHS) available upon request.

For More Information:

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What People Are Saying ...

"We thought the seminar was especially informative and educational as we are just starting to experience several of the issues covered in the seminar with my wife's parents," according to two seminar attendees.

"All of the materials are absolutely priceless – very practical. You have a very caring, practical approach to this scary topic!"

"The plethora of resources, information, and tools given us served to address our needs as care-givers who want to do the best possible for our mom."

"I had no idea until now how many agencies exist to give help in such a wide variety of areas."

"Blanche's style is so reassuring and fun! Great handouts. Sense of support network ready and in place to help."

"I thought the speakers were informative especially with some of their personal experiences / cases that they gave as examples. Blanche was great!"

Blanche's Initials & What They Mean

M.S.N. - Master of Science in Nursing

R.N. - Registered Nurse (Licensed in the State of California)

G.N.P. - Gerontological Nurse Practitioner (Licensed in the State of California)

Did You Know ...

More than one-quarter (26.6%) of the sampled population is currently caring for a family member or friend, or has been within the past year. This is based on more than 54 million people having been caregivers during that year. Surprisingly, among the 26.6% the number of men participating in care is 44%. The number of caregivers living in the same household as the one they care for is 37%.

Source: National Family Caregivers Association (NFCA) Random Sample Telephone Survey of 1000 adults, 2000.

Blanche's Certifications

Blanche is certified to present these seminars as well as others and can customize any session:

- “Elder Care and Work: Finding the Balance” by John Paul Marosy’s Bringing Elder Care Home, LLC
- “Communicating Effectively with Health Care Professionals” by the National Family Care Givers Association
- “Aging Parents:™ The Seminar” by Lifetapes Communication, Inc., which is endorsed by many national organizations.