



BoomerAlert!

Designing the Medical
Care of Our Future

PRESS RELEASE
06-19-08

For Immediate Release
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Speakers Know the Score

Tuesday's Meeting to Look to the Future

Virginia Beach, 06-19-08 - BoomerAlert!, a new ideation group, will explore the medical care experience at a special a forum on Tuesday, June 24th, 7pm, at Church of the Ascension in Virginia Beach. Judith Stevens, Director of the Citizens' Committee to Protect the Elderly and Tom Knox, President of Seniorcorp, will identify some of the issues they've encountered while providing services to those less able to fend for themselves.

"Dependency can be a demeaning experience and this will be the lot of the baby boomers in the next twenty years unless the healthcare delivery system is drastically overhauled," says Maureen Flanagan, founder of BoomerAlert! "Politicians are trying to find money to fund a system that is the equivalent of a loose leaf notebook when what we really need is a digital planner."

Judith Stevens knows the issues firsthand. As well as being its Director and a founding member, she is the President of the Board of the Citizens Committee to Protect the Elderly. The group provides support to those residing in care facilities and to their families.

Along with a host of others over the years who have recognized the Committee, Bon Secours named it "Outstanding Senior Organization" Award in 2006 and the Commonwealth's Council on Aging has twice honored the group. From the Committee's perspective, the experience of medical care is problematic: "You cannot assume that your loved one is going to receive adequate care in any nursing home or assisted living facility."

Tom Knox is President and founder of Seniorcorp which provides aides, medical oversight and at-home services to those still able to function on their own. He has watched both sets of his grandparents deteriorate, grapple with Alzheimer's, battle neglect after a fall in a nursing home and bankruptcy in order to qualify for Medicaid once their savings were exhausted. He came away from those experiences convinced that it is vital for people to remain in their homes, so that "clients can remain at home without feeling like a burden to family and children," he says.

The Boomer gathering on the 24th is meant to start a conversation about re-inventing medical care according to Paul Flanagan, BoomerAlert! co-founder. "The first step in any change effort is to involve the users. It's not about the money, though the politicians would have us think that. It's really about an overhaul of the system itself."

BoomerAlert! is a new ideation group dedicated to re-designing the delivery of healthcare. It is located in Virginia Beach, VA

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