

Providing Online Support Groups and the most Comprehensive Senior Care Directory In the United States, Caring.com is Equipping Family Caregivers with the Tools and Information needed to make better Decisions, Save Time, Money and Feel Less Alone

**Technology
Caregiver resources**

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**Andy Cohen
CEO**

BIO: Andy Cohen, Chief Executive Officer and a co-founder, oversees the company's operations and finances, with the goal of establishing Caring.com as the premiere website for people taking care of their parents and other aging loved ones. Andy has launched four successful web businesses, taking them from start-up to tens of millions of dollars in revenue. In a 20-year career before founding Caring.com, he held leadership positions in management, marketing, and sales with S.C. Johnson Wax, Intuit, Peapod, Instill, and SuccessFactors. He serves on the board of directors of the National Alliance for Caregiving and the advisory board of the Harvard

Medical School Health Policy Department.

Andy grew up in Glencoe, Illinois. He now lives with his wife and two teenage children in the San Francisco Bay Area, where he enjoys cycling in the foothills above Silicon Valley. While caring for his mom during her losing battle with lung cancer, Andy realized there wasn't a comprehensive website that helped people figure out how to handle in-home care, choose products to help with daily living, and make the right financial and legal decisions. Caring.com was founded to meet those needs, and to make a difficult journey a little bit easier.

About Caring.com

Founded in 2007, Caring.com is the leading online destination for those seeking information and support as they care for aging parents, spouses, and other loved ones. Caring.com provides helpful content, online support groups, and the most comprehensive Senior Care Directory in the United States. Our mission: to help the helpers. We equip family caregivers to make better decisions, save time and money, and feel less alone - - and less stressed -- as they face the many challenges of caregiving.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Cohen, what is the concept of concept of Caring.com?

Mr. Cohen: Many Americans are caring for ageing parents and we started Caring.com to help those adult children caring for ageing parents get better information and feel less alone

and be able to find good local resources for their parents.

CEOCFO: There are several sites that purport to do the same thing. How do you accomplish your goal successfully?

Mr. Cohen: You can see it when you look on the traffic data. There are millions of sites on the internet but only a small group get many visitors. Caring.com is getting two million visitors a month, so we are by far the largest in the space. The reason people like our site is we invested heavily in producing high quality content that is very practical and we also have ratings and reviews of senior housing communities and that is pretty unique. If you need to find a place for mom or dad or grandma or grandpa and you want to see what other peoples experiences were then Caring.com is really the only place you can find those reviews of senior housing. YELP has great restaurant reviews, Trip Advisor has great hotel reviews, but Caring.com is really the only place with senior housing reviews.

CEOCFO: Would you tell us about what people would find at Caring.com and what they might find that is not easily available elsewhere?

Mr. Cohen: The reviews are a big thing because it is so important to find out what other peoples experiences were in those facilities. In addition to that we have a ton of unique content around caring for a parent with Alzheimer's or dementia. We have a weekly newsletter for dementia caregivers that is "stage based", so we have versions for moderate or severe dementia. We also have online support groups so if people are feeling

alone and overwhelmed, they can connect with other people who are going through the same thing. Many things that people share on Caring.com they would never share on Facebook because they would not want it public but within the community on Caring.com it is a great source of emotional support to share those things with other caregivers.

CEO CFO: You have a number of experts on your site. What are some of the other areas you cover and some that you might like to cover?

Mr. Cohen: We add experts based on user questions on the site. We have a feature where you can ask an eldercare question and we will get an answer for you. We built out the experts by the question, so we are very responsive whether it is questions about nutrition or pain for care or legal questions and all of the experts on Caring.com are volunteers and they are all folks who are very passionate about helping people. They may have written books or are professors or doctors. We find them by our own research. When we are researching a topic we seek out people who are experts in it and ask them if they wouldn't mind sharing their expertise with other people. The topic areas come from the visitors to the sites and the experts are just people that are prominent in their field that are willing to help other people.

CEO CFO: You have information about finances in general. What do you provide in that area?

Mr. Cohen: We have many basics on how to pay for care and how to navigate Medicare. One of the things on Caring.com you will find is a Medicare information finder where you can type in something and see if it is covered by Medicare very quickly. Many people are surprised to find out that Medicare does not cover long-term care like senior housing or in-home care. Many of the financial content are creative ways to fund eldercare whether they are things like reverse mortgages or reverse life insurance or pursuing veterans' benefits. Much of our content is helping people come up

with the money to pay for the high cost of eldercare.

CEO CFO: Do you find many seniors themselves come to your site and how do you attract more of them and is that a goal?

Mr. Cohen: Many of the caregivers are seniors themselves so the visitors to our site are mostly women and they are women in their fifties, sixties and sometimes seventies who are caring for parents who are in their eighties, nineties and sometimes hundreds. Everybody thinks that the caregivers are sometimes seniors themselves.

CEO CFO: How do people find out about Caring.com?

Mr. Cohen: The biggest is word-of-mouth. The site has been alive since 2008 and people really like it so they tell their friends about it and we get our nice traffic that way. We have a lot of original content so if you are

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- Andy Cohen

doing search on different areas in Google it will point Caring.com. We also have partnerships with Yahoo and MSN. They feature our articles on their sites and they get hundreds of millions of visitors to their site so many people will find Caring.com on Yahoo or MSN.

CEO CFO: What are some of the topics of specifics that people should be checking out but they do not and is there a way on your site to point people to areas they might not think to pay attention?

Mr. Cohen: That is one of the things that we do with our newsletters is we give a few tips a week of things that people should be thinking about. We try to help a lot throughout our newsletters and our feature stories. One of the big areas that people miss is just getting their parents legal documents in order. You may know that if someone passes away without a living trust or a will and they have to go into probate it is a very difficult and expen-

sive process for the kids and often-times many seniors do not have their legal documents in place so that is a big thing that people miss. The other thing people miss often is power of attorney and medical power of attorney. The other thing that people miss is just understanding how to fund senior care. Senior housing or in-home care is expensive and people are not always saving for that. Many of the things that we try to point people to is how to prepare and get ready for that and look at things like long-term care insurance or really explore alternative ways to finance care.

CEO CFO: Given the current ambiguity of the healthcare law and changes in Medicare and possibly social security how do you help people with the unknown and the confusion?

Mr. Cohen: We have forty-five family advisors on the phone and they provide free guidance to families that are looking for senior housing. We offer that seven days a week and we refer people to local services near them. The first thing that people are always surprised about is that Medicare does not cover long-term care. We try to help people understand that they are going to have to pay for this out of pocket with either their parents assets or their assets. That is always the big surprise that people do not understand that Medicare does not cover long-term care.

CEO CFO: Are there areas you would like to add that are not available today?

Mr. Cohen: Some of the things we would like to add are more religious experts. We have some religious experts on different denominations. We have a couple rabbis and a couple of ministers but we would like to have more representation from the religious community. There are many questions people ask around religious practices towards the end of life or it is a time when you need a great deal of spiritual guidance.

CEO CFO: Regarding demographics, does it cut across economic lines or other demographics or is women and

the age of women the overriding factor?

Mr. Cohen: We are an internet site and they have to be online so I would say we are probably more of an upscale audience than the general US population.

CEO CFO: What do you have in place to keep track of facilities and the changes in the laws and changes in concepts and ideas?

Mr. Cohen: They are always changing the rules. This is something our experts help us with quite a bit that is monitoring the changes in Medicare and updating the content that we have on the site. In terms of the communities themselves now that we have such a large community and they are always reviewing these places we are able to know if situations change or ownership changes or some places are not doing a good enough job. It shows up very quickly in the ratings and reviews.

CEO CFO: Caring.com is clear about advertising and what the split is between editorial and advertising. How do you make money and how is business these days?

Mr. Cohen: It is 100% advertising. We have ads on almost every page in the site. Our advertisers are either national companies, pharmaceutical companies or local senior housing and in-home care providers. The business is great because we have two million people a month coming to the site and there are many companies with products and services that want to reach those people so our revenue has been growing nicely in the last few years.

CEO CFO: Are there many new entries into the market in terms of sites directed specifically to the population?

Mr. Cohen: I think it is not the sexiest thing to start a business around. We do it as a labor of love because I lost both parents and had a really hard time with that and it gave me the idea of starting a site to make it easier for other people that were going through it. We have a very strong social mission and it is more of that kind of industry than people just trying to look for the easiest way to make a buck. There have not been that many companies but for those of us that are doing a good job it is nice because we get wonderful feedback from people thanking us and recognizing that it is a nice thing to do.

CEO CFO: You have had considerable business experience before this venture. What was most meaningful and helpful for you in starting Caring.com?

Mr. Cohen: Things take time; it always takes a long time to get something new started and you have to be persistent. When you have done a great deal of consumer products it is important to focus on our end user and caregivers and make sure that we are doing a good job helping them. If you do not focus on the consumer, you do not end up with anything good so that is one of the reasons we are very clear on the site that the content is objective. Our number-one customer is our visitor and I have learned over the years that is the only way to have an enduring brand or a business is just make sure you are helping the consumers.

CEO CFO: What is ahead?

Mr. Cohen: There are 43 million caregivers and only two million a month that are visiting Caring.com so ahead is getting more folks to visit and getting the word out about the site.

CEO CFO: What is the plan for doing that?

Mr. Cohen: We do some advertising online. We do not do much PR, so we appreciate you helping us spread the word. We do a ton with our current customers hoping they will share it with their friends. Most of our advertising is online.

CEO CFO: Why should the business and investment community pay attention to Caring.com and what makes Caring.com unique and important?

Mr. Cohen: If people need senior housing and they want to find out what other caregivers are going through then I think that is the best place on the web to do that. They can get the inside scoop on senior housing communities and find the best fit for your loved one and make sure that they are safe and comfortable.

CEO CFO: Is there anything that you would like to talk about that we have not covered?

Mr. Cohen: It is a free site so anybody can visit and if you have parents and they need anything at all it is a good place to start.



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