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**Family Caregivers Unite!**  
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**March 2nd 2010: MedicAlert and Family Caregiving**

Ramesh Srinivasan and Robert Ridge are, respectively, Senior Vice President of the US MedicAlert Foundation and President and CEO of the Canadian MedicAlert Foundation. In MedicAlert and Family Caregiving, they explain the services that MedicAlert provides and how these help family caregivers as well as the persons who receive care from family caregivers. They discuss the types of medical and personal emergencies that MedicAlert focuses on, the way these occur, and the challenges these bring to family caregivers. Of these challenges, they talk about those that arise in connection with medical

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**Robert Ridge**

Robert Ridge is President and CEO Canadian MedicAlert Foundation, a position he's held since April 2008. His mandate is to continue to provide Canadians with the highest quality independent personal health information system available in the country.

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**Ramesh Srinivasan**

Ramesh Srinivasan is Sr. Vice President of Marketing and Business Development for the MedicAlert Foundation, which he joined in 2002. With his more than 20 years of strategic marketing and business development experience, he evangelizes MedicAlert's emergency-oriented services. He led MedicAlert's initiative to enhance safety services for clinical trials.

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