



Family Caregivers Unite!

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March 30th 2010: Technology Helping Family Caregivers

Mark Rutherford of Philips Healthcare and Bill Archer of MonAmi Caregiving Ltd talk about their organizations' missions, products and services that serve family caregivers. They tell us what they see as the main benefits that their products and services offer to family caregivers. They discuss the family caregivers' challenges that their products and services help meet. They describe the features of these products and services that they particularly emphasize to family caregivers. They say how their products and services help ease the various types of burdens on family caregivers. They

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Bill Archer

Bill Archer, Fellow of the Institute of Directors, is a strategic marketing consultant with 30 years experience in delivering benefits across several disciplines. His mission is to create and promote patient-focused health solutions that help improve patients' health while reducing the cost of healthcare. Through his UK-based company, Mon-Ami Caregiving, he supplies MonAmi™, a caregiving innovation that reinforces active ageing, enhances quality of life, supports family and professional caregivers, and allows for independent and structured living. Since 2003, he's developed PainSolv®, which uses pulsed electromagnetic wave field therapy as an alternative to medications-based pain manag

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Mark Rutherford

Mark Rutherford is Senior Director, Marketing, for Philips Lifeline which is part of Philips Healthcare. He oversees marketing for the Medical Alert and Medication Adherence Services. He joined Philips Healthcare in 2005 as Vice President, Consumer Marketing, Philips Lifeline. He works with personal emergency response devices, and medication adherence through Philips' medication dispensing service. He's involved in research on successful aging in place programs. All this work involves him with seniors, caregivers and healthcare professionals. His objective is to help people improve or maintain their quality of life and remain independent for as long as possible. At home he plays t

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