



## Family Caregivers Unite!

### Archives Available

**September 14th 2010:Eldercaring: Navigating the System**

Cindy Laverty is founder The Care Company, based in Southern California. Marilyn Spencer is family caregiver for her mother, who is enduring the ravages of Alzheimer's disease. They explain how they each became involved with Eldercaring. They analyze their personal experiences with Eldercaring. They discuss the key challenges for family caregivers involved in Eldercaring. Cindy outlines the key points in her book, and the questions that her radio show receives. Marilyn talks about the ways she has dealt with the challenges, and what she has learned from them. They both explain the signals that

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### Featured Guests



#### Cindy Laverty

Tune in as Patricia interviews Cindy Laverty, the author of *Caregiving: Eldercare Made Clear & Simple*, radio host, motivational speaker, professional caregiver and the founder of The Care Company, a Southern California-based caregiver consultancy that teaches individuals how to manage these systems to avoid getting lost or abused by them. Known as the "compassionate caregiver's best friend", Cindy knows how to navigate the complex caregiver and "baby boomer" landscape that includes hospitals, doctors, insurance forms, prescription drugs and much more. Cindy will advise caregivers how they can help their loved ones while avoiding burnout themselves.

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#### Marilyn Spencer

Marilyn Spencer graduated with an MBA in marketing in 1974. After working for fortune 500 companies, she started her own corporate communications firm, The Concept Werks, specializing in change management and employee communications. She considers herself to be an accidental caregiver. After her successful career in marketing and corporate communications, she, a childless only child, found herself the caregiver for her mother who is enduring the ravages of Alzheimer's. With no experience in looking after anyone or anything dependent, without ever having to be involved in accessing community support services, of any kind, she was thrown into the caregiver's world. Eleven years after realizin

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