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November 30th 2010: Long-Term Care Insurance for Family Caregivers

John Schram and Don Fenn, business executives experienced in home healthcare and family caregiving, discuss the help that long-term care insurance offers family caregivers. They highlight the costs of family caregiving. They identify gaps in publicly funded services and explain how long-term care insurance can help plug these. They examine long-term care insurance for family caregivers whose family caregiving starts in the childhood of a family member with an incurable condition. They identify the services covered by long-term care insurance that support family caregivers caring for a family m

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Featured Guests



Donald C. Fenn

Donald C. Fenn is Editor/Publisher/Founder of the Family Caregiver Newsmagazine. He's spent a lifetime in media-related sales and marketing resulting in his wide and diverse experience. His clearly defined sense of purpose led him to start or co-launch in Canada many interesting media ventures including People Magazine, Martha Stewart Living, and Home and Garden television. He has his own media representative firm, Fenn Company Inc, which celebrates its 30th year in 2010. After launching health care dot-com businesses in 2003, he turned his efforts to the challenge of Family Caregiving. Having spent over 11 years as family caregiver for his parents with Alzheimer's disease and cancer, he was

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John Schram

John Schram joined the Board of Directors for We Care Health Services in March 1996 and subsequently assumed the role of President and CEO of in 1999. He has managed a 20-fold growth in the We Care business since 1999 and has served on the Board of Directors of the Ontario Home Care Association since 2001. He was elected to the Board of Directors of the Canadian Home Care Association in April 2007, and subsequently elected President-elect in November 2010.

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