

# A Partnership of Care

By Richard Wexler,  
Points of Life



*In 2005 my wife and I had three parents get extremely ill at the same time. We cared for them until they passed away in 2008. With two young children, two careers, a marriage and three ill parents, we were overwhelmed!*

We began to look at the issue of aging. The realization came that we have over 130 million folks in the U. S who are 50 years of age and older. We founded Points of Life to help.

Over the years, we have stood in front of thousands (both seniors and adult children) educating them about the preparation needed

for the complexities of aging. Unfortunately, the vast majority resists discussing this point in their life. It is our feeling that we can't allow millions to wait until crisis, if we do, we will overwhelm our nation.

In working with families, we have seen that most have a multitude of needs from the Estate Plan, Financial Plan, Care, Financing Care, Final Planning and much more.

Since most families wait until a crisis—a time that can be very emotional and trying—they're unclear as to all the services they will need. This uncertainty comes as most of us have never attended a class called Elder Care 101a and have not dealt with severe illness or injuries from a fall. We are thrust into a position of scrambling to manage life and care for an ill parent or a close loved one who has fallen.

With this resistance, it falls on the shoulders of Professionals to guide millions of families. Families will rely on their expertise and their greater knowledge of the entire industry. This reliance has created a significant need for every Professional to have a practical working knowledge of all aspects of Elder Care.

What does this mean? It means that every Professional who touches a family or senior needs to be conversational in Estate Planning, Financial Planning, all the options for care, all the ways to Finance Care, Final Planning and much more. To assist and guide this many people, an expanded level of knowledge is imperative.

Elder Care like many industries tends to work in silos. Continuing to work in this manner will result in an industry overwhelmed by an aging nation. We must be working in unison, as a Team, in a Partnership of Care. This Partnership encourages extensive collaboration in a model that will serve as a continuous educational vehicle for the Provider. This model will better assist clients whether they are pre-planning or caring for a loved one in crisis.

With an aging population, the Professionals who are continually expanding their knowledge of the entire industry and working in a collaborative partnership will see significant rewards for their clients as well as their own businesses.

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**For more information about Points of Life, contact Richard Wexler, J.D., at 925.984.0118. [www.pointsoflife.org](http://www.pointsoflife.org).**