



Jack Herndon
Sage Eldercare Solutions



“Long Term Care: What Do Your Clients Need, What Do They Get – And Who Pays?”

Five million older adults in the U.S. receive some paid care at home and tens of millions receive care from family members. Some older adults choose residential care at a cost of \$30,000 to \$150,000 per year. Medicare, believed to pay for care for everyone over 65, in fact pays practically nothing at all for long term care.

Most of us – and our clients - will need long term care – and the government is not going to foot much of the bill, an understanding of a client’s long term care needs, options, costs and tradeoffs. This program will examine these issues in the context of senior housing alternatives, caretaker alternatives, and health/medical alternatives.

Jack Herndon, MBA. After a successful 20 year business and venture capital career, Jack and his wife Nina (a professional geriatric care manager with a master’s in Gerontology) now manage Sage Eldercare Solutions www.SageEldercare.com the Bay Area’s leading eldercare practice focused uniquely on care management. The organization includes nurses, social workers and gerontologists. In addition, Jack currently teaches care managers thru the University of Florida certificate program (Ethical, Legal and Business Aspects of GCM) and is co-author of the chapter in the Geriatric Care Manager Handbook “Adding GCM to a Home Care Agency”. He is a founding board member and former Treasurer of the San Francisco Village www.SFVillage.org. He recently published The Hospital Discharge Organizer and has led numerous workshops for families and professionals (elderlaw attorneys, fiduciaries, etc) navigating the eldercare maze. Jack’s speaking engagements include the National Association of Professional Geriatric Care Managers, the American Society on Aging, the California Association of Health Services at Home, the NorCal Financial Planning Association, and the San Francisco chapter of Certified Financial Planners.

Wednesday, January 19, 2011

Omni Hotel, 500 California (at Montgomery) in San Francisco

5:30 pm – No Host Cocktails and Registration in the Mezzanine

6:00 pm – Dinner and Program in the Ballroom

\$60 Preregistered Members \$65 Preregistered Guests

At the door – Registrations still needed- \$65 members and \$70 guests

Send a check with names to: SFEPCC – 781 McKean Place – Concord, CA 94518

Or pay by credit card – <http://www.123signup.com/calendar?org=sfepcc>

Continuing Education Credit: *MCLE:* The San Francisco Estate Planning Council is a State Bar of California approved Provider. *CPA & CFP®:* A sign-in sheet and an attendance certificate are provided at each meeting.

Excused Absence: Members can request an excused absence by mailing a letter, or sending an email (association_office@comcast.net) to the Council Office prior to the meeting. Please address the letter to the Board of Directors.