



## Introducing a Landmark Caregiving Program from Industry Leaders

Genworth is excited to reveal that AARP® has selected us and our subsidiary, CareScout, to offer a new caregiving program to help families find information, advice and guidance to support long term care needs. AARP represents millions of Americans, many of whom are active in a family caregiving role or in need of care for themselves.

Even though the range and number of care service providers has grown rapidly over the last 10 years, it can be difficult to find a comprehensive solution when facing a sudden onset, or even gradually approaching, long term care event. Care counselors, service providers, community support groups and payment sources all need to be researched, contacted and assembled as part of a fully integrated care plan. The family caregiver may be challenged to coordinate the effort and challenged to find the education, support and assistance they need. **Genworth will now be bringing a *single source service* to AARP members and their families through a new caregiving program endorsed by AARP.**

To enable this service, Genworth (through its subsidiary, CareScout) is inviting long term care providers – specifically, home care agencies, adult day programs and assisted living facilities - to participate in the **SmartMatch<sup>SM</sup> Program**. This web-based program enables AARP members to easily and quickly search our nationwide provider database, with a powerful tool that prioritizes their care needs and personal preferences.

SmartMatch is also used by CareScout's team of Care Advocates who, through our telephonic consulting services, help families develop a care plan and contact providers to find the best match based on services, availability and rates.

Completing the SmartMatch<sup>SM</sup> enrollment process, allows providers to submit details about the services they provide and their areas of expertise. The SmartMatch system then generates the best matches based on the combination of the client's care needs and preferences along with the care provider offerings.

Enrollment is now open for home care providers interested in being part of the SmartMatch Program. Your organization will certainly benefit from this program if you are able to showcase your commitment to:

- Provide accurate, current information about care services
- Follow generally accepted industry standards for quality and performance
- Be accountable for the protection and well-being of your clients
- Openly disclose services, credentials and depth of expertise to help clients make the best choice for their families

By joining now, your organization will be well positioned to be part of the launch of this exciting new offering to AARP which will be available to members later this year. (More detailed product descriptions will be provided with the formal launch and press release.)

There are no enrollment or placement fees to become a provider participant in the SmartMatch Program. For more information on the simple enrollment process, please go to [carescout.com/provider](http://carescout.com/provider) program.

**Enrollment in the program is now open! Don't miss the opportunity be a part of this robust database and unique program.**

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