

Senior Care Share Centennial College



Senior Care Share

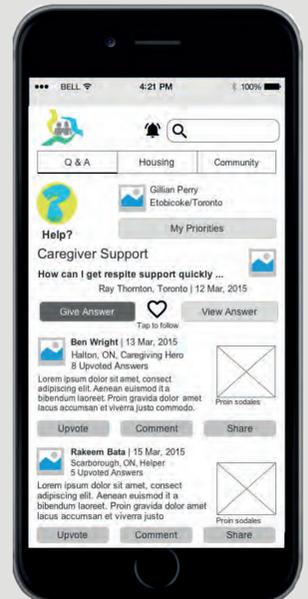
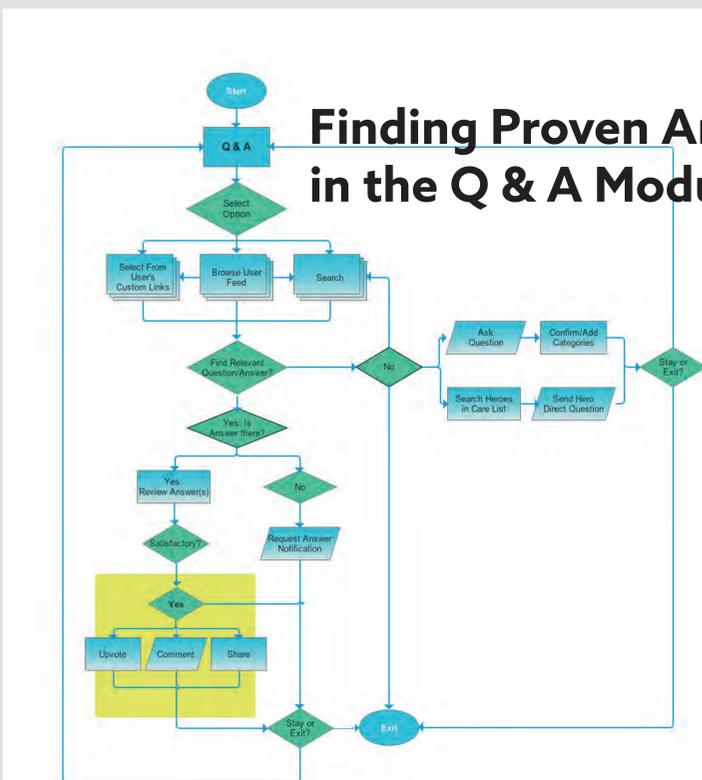
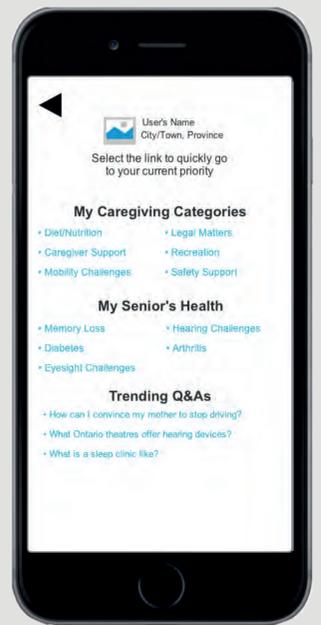
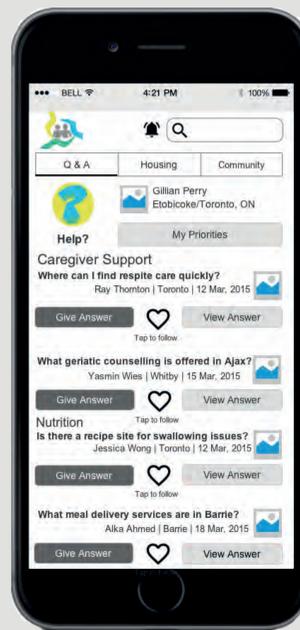
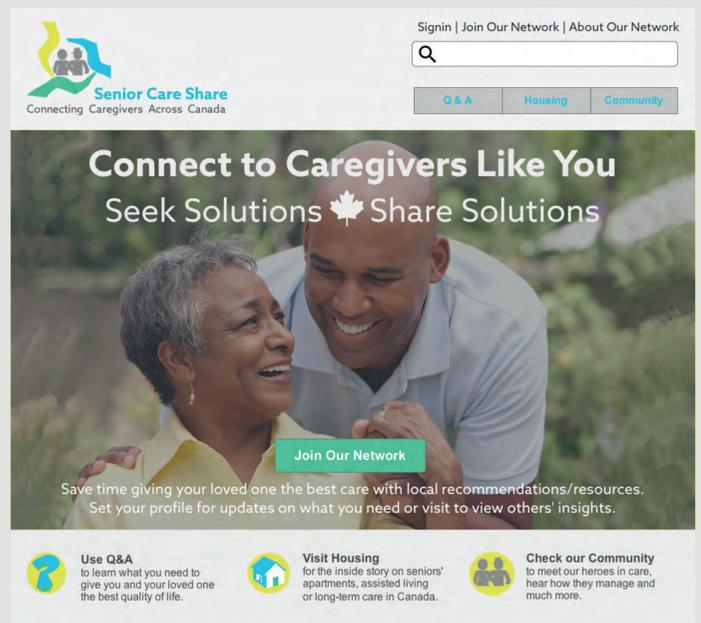
A niche social media network for caregivers across Canada

This interactive social network connects time-strapped, unpaid caregivers responsible for a senior parent/loved one's daily needs, with others who share their challenges.

Building on the social web's success, it enables caregivers in Canada to exchange practical insights and locally relevant recommendations on how to ensure the best care.

As Canada's first social network dedicated to the rising number of people who care for senior loved ones, this scalable solution will launch with three modules:

- **Q&A Discussion Forum** for users to post and answer practical questions – all sorted into searchable categories. It will include an up-voting functionality to help streamline and promote the most useful content.
- **Rate My Senior's Housing** for users to search and rank seniors' housing accommodations by various criteria, as well as enter review comments and photos.
- **Community** for users to 'virtually' meet and learn from *Heroes in Care*, access online information, interactive resources and links to other sites.



Who Will Senior Care Share Help?



"Where there's a will there's a way. I hope to find it if it means better care for my mom."

Gillian Perry - Technopeasant, Aged 61, Single, Account Manager, Lives in Ottawa, Cares for 92-year-old mother, living nearby in an assisted living facility



"I wish I lived closer to Mom but aim to get her the best care I can and overcome the distance."

Bruce Enright - Hipster Tree-Hugger Aged 52, Married, Teacher, Lives in Waterloo but oversees care of 83-year-old mom, who lives alone in Toronto



"Tell me the backstory and what I really need to know to keep both of my parents healthy."

Nadira Ahmed - Techno Diva, Aged 45, Married, Director, Software Firm, Lives in Oakville, Cares for parents who live in a seniors apartment in Mississauga

"Online resources or support groups connecting caregivers with one another may be an important way to support Canada's growing army of adult child caregivers." - Marina Bastawrous, PhD Candidate, University of Toronto (Source: CBC News, August 6, 2014)