



## **FOR IMMEDIATE RELEASE**

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### **Companion Connection Senior Care Joins National Life Management Service To Offer Access to Work Place Elder Care Needs**

**NEW YORK CITY, NY – July 23, 2007** Companion Connection Senior Care member agencies now have the opportunity to be included as a vendor in the discount center for LifeCare, Inc. (<http://www.lifecare.com>), one of the nation's largest programs offering life management services to individuals through their work place.

LifeCare, Inc. was founded in 1984 and currently serves nearly 1,500 client companies—spanning all sizes and industries—representing 4.5 million individuals within health plans, governmental agencies, unions and corporations. LifeCare, Inc. partners with managed health care providers, benefits providers, human resource service providers and numerous EAPs to offer comprehensive, integrated and seamless benefit solutions.

CCSC corporate office has joined LifeCare, Inc. on behalf of membership allowing participation in a discounted services section available to all members of LifeCare, Inc. CCSC participating member agencies will offer discounted home care services for 25% off the cost for the first 4 hours of care for LifeCare, Inc. referrals. These referrals will come from the Discount Center Site for LifeCare, Inc, and will be forwarded from corporate CCSC office to the participating member.

The LifeCare, Inc. Discount Center Site currently covers approximately 1,127,791 employees. An opt-in email list has 138,166 contacts and email blasts driving customers to the Web site are sent out regularly. The LifeCare, Inc. Discount Center Web Site:

- Averages 13,500 page views per day
- Averages over 1,000 unique visitors per day
- Page views double on days e-mail blast is sent out

There are many types of services available to this referral base, and CCSC will be listed under:

- Family—Contains special offers and discounts on child and elder care services, education, health related services, pets, academics, etc.
- Local Discounts—Provides discount information at a local level conveniently organized by state.
- Vendors A-Z—Enables employees to quickly search for all the discounts available alphabetically by vendor.

-More-

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In addition to the listings above, company exclusive discounts are incorporated into all categories as well as highlighted and prominently displayed.

The customer redeems their discounts online by utilizing the CCSC discount coupon that is displayed on the Discount Center Web Site. The interested LifeCare, Inc. customer will be directed from that coupon to fill out an online inquiry form that is then forwarded to CCSC Corporate Headquarters in New York City. When a member gets a referral from CCSC that is a LifeCare, Inc. referral, this will be indicated so the member agency can apply the agreed upon discount (25% off the first 4 hours of care) and so the member agency will be aware of the discount for the agency's intake-inquiry process.

Reaching the pool of those people who work and also have eldercare issues opens up a large potential referral pool for CCSC members, and we are excited about this new opportunity and invite others to join us in our enthusiasm.

Companion Connection Senior Care is headquartered at 304 Park Avenue South, 11<sup>th</sup> Floor, New York, New York 10010. For further information call 800-270-6949 or visit [www.companionconnectionsniiorcare.com](http://www.companionconnectionsniiorcare.com).

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