

New Updates for the New Year!



Bring your employer groups into the New Year with COOL and a big money-saving surprise -- one you will be thanked for all year round!

You may already know of the countless, valuable resources COOL can offer your employer groups, but did you know that by providing them this benefit, you will help save them hundreds of thousands of dollars each year?

Watch the COOL Employer Intro video link below and learn how COOL:

- Significantly reduces employer loss-productivity costs related to absenteeism, presenteeism, and other health and care-related concerns that directly affect an employer's bottom line
- Provides your employer groups with real solutions to address their employees' and their families care planning and wellness concerns, including eldercare and caregiving-- at no cost to them
- Allows your employer groups to offer something of real value to their employees, during a time when many are drastically cutting back benefits or eliminating them altogether
- Differentiates YOU and highlights your expertise in the industry with a "deliverable" competence
- Creates communication avenues and initiatives with your groups-COOL is co-branded with your information which keeps you and your products and services in the forefront.

And remember-COOL is unlike any other system out there. It is completely unbiased, and contains the largest, continuously updated knowledgebase on earth- over 1 million resources, and growing! COOL has absolutely NO advertising, NO paid-provider listings, makes NO referrals, provides NO information to providers, and is NOT affiliated with any insurance company, HMO, or care provider.

Bring your groups into 2011 with a 21st Century premium that they WILL use. With care planning related issues already the #1 healthcare concern in the U.S. today, COOL has real and needed value for you AND your groups.

**Learn how easy and affordable it is to offer COOL.
Watch the "COOL for Employers" video link below.**



**Also view the "COOL for Working Age Adults"
and
"COOL for Seniors" videos here.**

