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Business Wire - Press Release
Having the Talk: a COOL Way to Discuss Eldercare and Long-Term Care with Your Parents



06.28.07, 7:10 AM ET

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One of the most uncomfortable discussions a parent has to have with a child is the "sex talk." However, for many Baby Boomers, that discussion is a cinch compared to asking Dad to stop driving the car.

CareOptionsOnLine (COOL), has collaborated with nationally syndicated columnist and eldercare expert, Carol Abaya, to give adult children and caregivers ideas of how to speak with elders about delicate issues that are critical to the well being of the elder and the family.

On the COOL web site, Ms. Abaya offers advice in more than three dozen scripts, question and answer forums, and feature articles on topics ranging from emotional issues such as becoming a parent to a parent, personal finances, and respecting

elder values, to safety issues such as dealing with confusion and memory loss and protecting elders from scams.

COOL, the only complete, consumer-driven care planning tool available, is powered by NavGate Technologies (www.navgate.org), a division of CareQuest, Inc. COOL is an interactive knowledge base of resources created to assist in planning for future or present financial and care needs related to wellness, disability, eldercare, short or long-term care and caregiver issues.

For more information about COOL conversations with elders and to view an introductory video, visit www.navgate.org.

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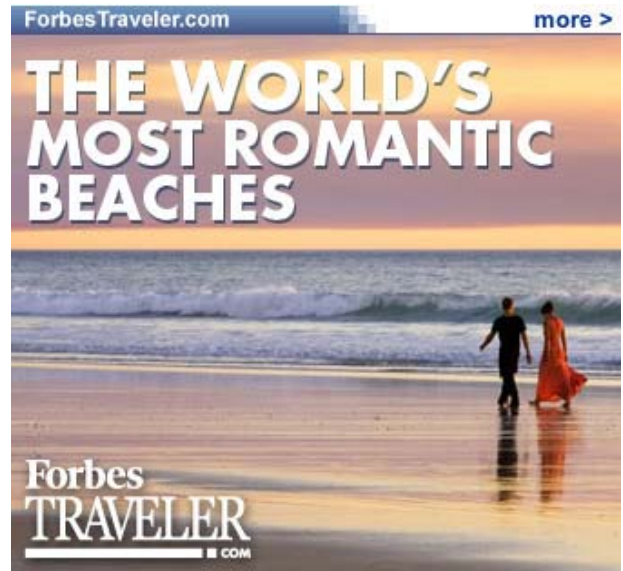
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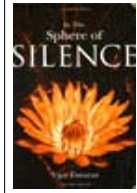


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