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**Caregiving Club helps Care.com's LifeMart launch 'Caregiver Hub'
discounted shopping site for employees caring for older loved ones**

NEWPORT BEACH, CA (April 1, 2023) – Helping family caregivers to save time and money, Caregiving Club consulted with Care.com and Lifecare on its Lifemart online discount shopping site to curate products and services for employees who are also family caregivers. The newly launched “Caregiver Hub” has a mission to help educate and connect the one in six employees who care for older parents and grandparents with everything from adaptive apparel, brain training, financial services and fraud protection, home safety, legacy gifts, meal delivery, senior living options, transportation, virtual travel and more.

“More than 7 in 10 family caregivers also work making it difficult and time-consuming to research products and services that may help their older loved ones,” said Sherri Snelling, corporate gerontologist and CEO of Caregiving Club who served as lead strategist in advising Care.com’s team on senior care partners for the LifeMart. “Saving caregivers time and money from having to do their own research and secure the things their loved one needs gives these employees more quality time to spend with their loved one and less time spent at work trying to solve caregiving challenges.”

The Caregiver Hub gives family caregivers peace of mind the chosen partners have best in class services and products while Snelling, an expert in family caregiving, also provides articles and videos with more information on how these services can help older loved ones. Partners also provide how to and informational content and Snelling mentions Lifemart in the monthly educational webinars she delivers for Care.com’s Care for Business unit that reaches 61,000 employer clients representing over 100 million employees globally.

A study showed 78% of family caregivers cover out-of-pocket expenses for older loved ones that are not covered by other insurance or Medicare. These little items can add up with family caregivers spending on average \$7,242 and Gen X caregivers spending even more at \$8,502. This unforeseen financial burden as well as the time involved for employees to research credible senior products puts a strain on employee well-being.^{1,2}

Care.com is the leader in caregiving solutions, helping employers and millions of families at home and at work with flexible and accessible care benefits. Care.com offers support and services for those caring for seniors, children, pets and needing more help at home. Care.com’s Care for Business provides caregiving employees in the workforce with vital back-up, respite and personal care as well as senior care research and referral services. LifeMart is a free, private membership online discounted shopping site offered to employees of Care.com’s Care for Business employer clients.

Sherri Snelling is a corporate gerontologist and founder/CEO of [Caregiving Club](#), a strategic consulting and educational content creation company with an expertise in caregiver wellness, brain health and Alzheimer’s and well home design for employers, entrepreneurs and home design industry clients.

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¹ Dychtwald, K. (2017). *The journey of caregiving: honor, responsibility and financial complexity*. Merrill Lynch and Kantar TNS. San Francisco, CA.

² American Association of Retired People, (2015). *Family financial caregiving rewards, stresses and responsibilities*. AARP, Washington, D.C.