

## Interview America's Elder Care Cliff expert, Nurse Entrepreneur Stella Nsong!



America is approaching an elder care cliff. Will you, your marriage and your career survive the ELDER CARE CLIFF? There are approximately 65 million UNPAID family caregivers in America and 46% of them are in the work force. Surprisingly, the caregiver dies either before or shortly after the person that they are caring for due to the stress associated with caregiving. Caregiving is the new SILENT KILLER of people, love, marriage and family.

**STELLA NSONG** is building the bridge to transform America's elder care cliff through education, innovation and collaborative initiatives. Her book *The Caregiver's Cliff Notes: 27 Things To Do When Your Parents Are Losing Their Independence* offers a road map to surviving caregiving and it shows what 76 million baby boomers need to know when it comes to finding caregiving solutions outside of the nursing home.

BIO: Nurse entrepreneur Stella Nsong is a certified dementia practitioner and a certified geriatric care manager. Over the last twenty years, she has worked in almost every branch of the health care industry. She has authored three books on elder care and is the coauthor of the gratitude project for 2013. She is the writer and publisher of the Elder Care Cliff Report. In 1990, she won the gold medal for practical nursing in the state of Georgia. In 2011, she was nominated the business woman of the year in Chesterland, Ohio. In 2012, she was nominated for the platinum award in Care Management as well as the Professional of Note in Geriatric Medicine.

Today, she serves as the president of the CAREgiving Institute a 501(c) (3) organization based in Painesville Ohio. As a public servant, she is the director of the State of Ohio Elder Care Planning Council.

The Caregiver's Cliff Notes:

**27 Things To Do When Your PARENTS Are Losing their Independence**



by Stella Nsong  
RN, CMC, CDP, LDCP

Endorsed by the State of Ohio Elder Care Planning Council

### CONTACT INFORMATION

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### 7 most fascinating story ideas.:

- ❑ The SYNDROMETER: the only tool to determine if you, your marriage or your career will survive the Elder Care Cliff
- ❑ Human warehousing: 3 ways to delay nursing home placement and a 5 step plan for getting out, staying well and remaining safe
- ❑ Caregiving 411: What to say when, so your parents will listen plus 3 strategies for caring for your in-laws so you don't get wheeled out of the WILL
- ❑ Surviving caregiving: Caregivers today think like smokers did 20 years ago.....cool thing to do but it could shorten your life unless you do these 3 things
- ❑ Caregiving 911: 5 real life, mind boggling caregiving situations and how to can control in the middle of a caregiving crisis.
- ❑ The Caregiver's Cliff Notes: The babyboomer's caregiving survival guide for those who do not want the stress of caregiving but want to see their parents thrive outside of the nursing home.
- ❑ Dementia practitioner explains 5 things you could do when your parents are resistant to help and 3 ways to make the selfless work you do gratifying so you don't ruin your relationships.

#### What is the media saying about Stella Nsong?

*"You are a wealth of knowledge and people are drawn to you for your creative solutions"*

Ray S. Anchor of Good Morning Lake County  
Welw 1330 AM

*"We love having you on our show. We look forward to you being here again, we learn so much every time"*

Jeremy James, host of Cougar 93.7 FM

AVAILABILITY: Nationwide on arrangement. Offices based out of Cleveland and Columbus Ohio!