

FOR IMMEDIATE RELEASE

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**Educational Website**

**Created for**

**Caregivers/Family Members and Elder Care Professionals**

*Unique comprehensive elder care planning support*

*Providing guidance and solutions targeting the "Sandwich Generation"*

SCITUATE, MASSACHUSETTS, ISSUED October 28, 2009.... GMS Associates, a successful management consulting firm, with an elder care planning division providing comprehensive planning solutions and services well beyond the medical needs of the elder, today announced the launch of a website for elders and their primary caregivers & family members at [www.GMSAssoc.com](http://www.GMSAssoc.com).

GMS Associates Elder Care Planning division is unique to the industry, emphasizing a proactive, comprehensive approach to elder care planning before a crisis arises or when a slight decline is noticed. GMS, offering services nationally, objectively makes recommendations without bias and ensures that the elderly receive the planning, care and dignity they deserve.

GMS targets **six major areas of the process: health assessment, home health care, living options, and financial, legal, and family issues**. The majority of elder care professionals specialize in only one or two of these areas, while GMS provides services well beyond the medical needs of the elder. Each client is approached with a thoughtful analysis, education and referral for each caregiver's unique situation, by helping them identify their priorities, setting realistic goals, and providing ongoing coaching, research and referral support.

Gail M. Samaha founded GMS Associates in 1994. As a 30 year business management consultant specializing in building strong strategic alliances and business planning solutions, she created the educational website to provide planning solutions for elders, caregivers & families. The site offers a starting point for those concerned about future planning, care and guidance with a complete six step business perspective beyond just the medical model.

Easy to navigate and understand, the website addresses techniques for coordinating a systematic and comprehensive plan, and by organizing and recommending the right professionals to assist in all phases of care. The site provides guidance and advice through the planning process, addressing much more than just one's health care needs, including personal finances, legal matters, living arrangements, home health care/assessment and family issues all contributing to the complexity of elder care planning--whether living next door or more than an hour away from an elder.

Targeting the “Baby Boomer” or “Sandwich Generation”, the website answers the needs of the caregiver and family member searching for the balance of their own life with the needs of their aging parents. Through Samaha’s own personal experience, the site emphasizes the emotional aspects of all involved and provides thoughts, recommendations and solutions to fulfill a promise to honor a loved one’s planning, care and end-of-life wishes.

The firm empowers the caregiver and families with knowledge and peace of mind by coaching them on organization, communication and time management skills needed for their elder care responsibilities.

“We understand and appreciate the hardships and heartaches that come with caring for an elderly family member, especially those felt today by the “Sandwich Generation” said Samaha. Adding, “Our role is to be an objective, knowledgeable resource regarding all aspects of elder care by supporting the elder and their primary caregiver & family, without imposing but by offering the structure and planning they need to make a difficult situation as easy as possible.”

Samaha noted that many don’t know where to begin in the planning process for themselves or an aging parent. Because their service is independent, one can be assured that GMS Associates will provide assistance that constitutes the best possible care with a personal plan outlining solutions with manageable next steps. GMS Associates partners with an extensive group of trusted advisors, including geriatric care, managers, home care specialists, visiting nurses, financial planners and elder law attorneys to bring order and solutions from the obstacles that occur with a cohesive elder care plan.

### **About GMS Associates**

GMS Associates is directed by Gail Samaha, a successful management consultant who created an elder care planning division for elders and caregivers to provide comprehensive planning solutions and services well beyond the medical needs of the elder. GMS Associates offers custom tailored, professional and compassionate elder care consulting services--helping an elder or primary caregiver & family navigate the complexities of elder care planning through coaching, education and referral support. Samaha has combined the knowledge and compassion of her own personal experience along with her background as a hospice volunteer and 30 years of businesses management to become a trusted advisor. She objectively makes recommendations without bias and ensures that the elderly receive the planning, care and dignity they deserve. GMS Associates coaches the caregiver and empowers them with the knowledge and peace of mind while working with a team of professionals, from health care to lawyers to financial planners to living facilities, alleviating the anxiety that accompanies uncertainties of care-giving. For more information you may visit [www.GMSAssoc.com](http://www.GMSAssoc.com) or call 781-545-3055.