

# What will you do when Mom and Dad need help?

*90% of us will be making difficult decisions for aging parents*

**CLEVELAND, Ohio** – Researchers now say we have a 90 percent chance of someday caring for aging parents, grandparents or other loved ones. Senior care expert Mike Campbell says there's also a 90 percent chance we'll need his new resource, designed to help adult children through one of the most difficult and emotionally trying situations they face today – caring for aging parents. At times, it's harder than caring for a newborn as a first-time parent.

As an advisor and consultant to the senior housing and care industry for more than 18 years, Campbell has witnessed both the best and worst of senior housing and care. With the upcoming release of his new book, *When Mom and Dad Need Help* (May 2010, Iffenwen Publishing Co., 978-0-9742984-0-5, softcover, CD included with bind-in sleeve, \$24.95), he shares and advises on what he's learned in nearly two decades of research and experience. A consumer advocate for families looking for long-term care options for loved ones, Campbell gives the adult child the education and information necessary to become the best advocate for their loved ones.

Unfortunately, the realization that our parents need care is usually precipitated by some traumatic event or “wake-up call” that leaves us little time to make important decisions. Children are left to make these gut-wrenching, life-changing choices without much information available to them. Using a five-step process, Campbell guides readers to uncover the senior housing and care option that best meets their parents' needs; one that maximizes their independence and quality of life. The book can be taken down multiple pathways depending on each person's personal preference as well as their unique physical, mental and financial condition.

*When Mom and Dad Need Help* will help readers:

- Find clear and practical ways to deal with the issues that arise when parents or other loved ones are unable to care for themselves.
- Eliminate anxiety about what to do when their parents need care or assistance.
- Learn about all the senior housing and care options available including the advantages and disadvantages of each.
- Understand the cost of each option and what government programs, if any, might help pay for them.
- Plan for their own long-term care future by getting the low-down on long-term care insurance.

**MIKE CAMPBELL** has been an advisor and consultant to the senior housing and care industry for more than 18 years. He is the founder of Campbell Consulting Services, LLC where he continues to serve clients in the senior housing and care industry. As a CPA, he has provided accounting and auditing services to various health care clients. In his post at Ernst & Young's National Post Acute Care Consulting Practice, Campbell coordinated financial feasibility studies for senior housing and care projects across the country. He was also co-founder of Karrington Advisory Services, where he developed new and innovative market area assessment methodologies for the assisted living and Alzheimer's/dementia care settings. He holds a B.A. in business administration from Ohio University, is the father of three daughters, and resides near Cleveland. Learn more at [www.iffenwen.com](http://www.iffenwen.com).

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For an interview or to receive a review copy, contact Stephanie Ridge at [Stephanie@prbythebook.com](mailto:Stephanie@prbythebook.com) or (512) 243-6991.

# TRADE INFORMATION SHEET

**Description:** *When Mom and Dad Need Help* is unique because it provides the reader with an easy-to-navigate roadmap that can be followed down multiple pathways, depending on each person's unique physical, mental and financial situation. The author's five-step process helps people find the senior housing and care option that is the best fit for their aging parent; one that best meets their needs, maximizes their independence and enhances the quality of not only their lives, but everyone's lives in the process.

**Author Bio:** Mike Campbell has been an advisor and consultant to the senior housing and care industry for over 18 years. He has visited hundreds of senior housing and care communities across the country and, in his travels, has witnessed both the best and worst of senior housing and care. Mike wants to share the knowledge he's acquired over the years and become a dedicated consumer advocate for those families looking to find quality long-term care options for their loved ones by educating them and giving them a plan.

## WHEN MOM AND DAD NEED HELP A Step-by-Step Guide to Senior Housing and Care

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**Features and Benefits:** This resource for adult children and elders also contains a **Free CD** with checklists to conduct telephone surveys, tours and interviews of all the various senior housing and care options. These checklists are valuable tools that help the reader gather all the vital information necessary to make their decision.

### **Publicity:**

- Aggressive national and regional print, broadcast and internet campaign to the sandwich generation, adult children age 40-65, making difficult decisions for aging parents
- Targeted promotion to book industry publications
- Possible book tour with signings and corresponding media
- Targeted online campaign directed at ezines, blogs and podcasts

# About Mike Campbell

Author of *When Mom and Dad Need Help*



Over the years, senior housing and care expert Mike Campbell has been approached by friends and colleagues seeking advice on aging family members. Searching for answers that would guide them through some of life's toughest decisions, he knew he needed to share his knowledge, which is what inspired him to pen *When Mom and Dad Need Help*.

This book is a tribute to my mother and her philosophy on life," says Campbell, who has been an advisor and consultant to the senior housing and care industry for over 18 years. "I wanted to make the world a better place by writing a book that could help families get through a very difficult and emotional time. I discovered that most of the anxiety is created by an overwhelming fear of the unknown. My book eliminates the unknown by educating its readers and providing them with a step-by-step plan."

More than 10 years ago, Campbell formed Campbell Consulting Services, LLC and has visited hundreds of senior housing and care communities across the country, seeing the best and worst that this industry has to offer.

With the release of his upcoming book, Campbell wants to share the knowledge he's acquired over the years as a dedicated consumer advocate – helping families find quality long-term care options for their loved ones by educating them and giving them a plan. With more people educated about how to find quality long-term care options, he hopes the byproduct of his efforts will ultimately result in an improved long-term care system nationwide.

Campbell is a CPA with a Bachelor's in Business Administration from Ohio University, majoring in both Accounting and Pre-Law. He began his career at Ernst & Young, LLP in Cleveland, Ohio, in 1988, where he provided accounting and auditing services to various health care clients.

In 1991, Campbell joined Ernst & Young's National Post Acute Care Consulting Practice. There, he was responsible for coordinating financial feasibility studies in connection with more than half a billion dollars in obtained tax-exempt bond financing for senior housing and care projects across the country. Campbell also performed operations, sales, and marketing assessments for various long-term care providers for the purpose of quality and performance improvement.

In 1996, Campbell left E&Y to join Karrington Health, one of the largest assisted living developers and operators in the U.S. Campbell was a co-founder and served as a senior associate with Karrington's consulting division, Karrington Advisory Services, where he developed new and innovative market area assessment methodologies for both the assisted living and Alzheimer's/dementia care settings.

In addition to Campbell's passion for writing and public service, he is an avid music enthusiast. He is working with long-time friend Pat DiNizio of *The Smithereens* to help him get his new not-for-profit foundation up and running which, among many things, will design and provide music therapy programs to our aging population.

Campbell is currently working on his second book, which will be based on a collection of his personal interviews with WWII veterans of the 14th Air Force, 81<sup>st</sup> Fighter Wing of the U.S. Army Air Force, with whom his father flew 20 combat missions in China, Burma and India.

He currently resides near Cleveland, Ohio with his wife and three daughters. Learn more at [www.iffenwen.com](http://www.iffenwen.com).