

You Need To Have A Presence in the Care Guide

We are currently seeking your support for the 2014/2015 Care Guide. The Guide closes on June 30, 2015. **Here's why you should participate and place your product, residence or service in the Care Guide, to reach your clients, do your part in "social marketing" and increase your market exposure:**

We are *the* All-Inclusive Guide

The Care Guide has served Ontario seniors, their families and providers since 2003, helping them find the right care and housing choices in an easy to use, compact Guide. Care Planning Partners, as an independent research organization ensures that new providers are added as needed as part of its mission to inform consumers and providers of care and housing services.

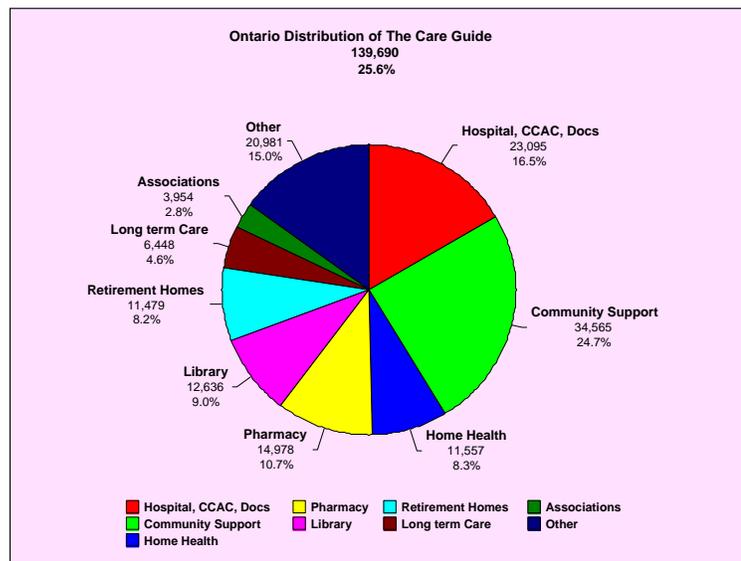
We Emphasize Distribution to the Places *You Can't Easily Reach*

We know many of you - the providers and suppliers to the industry order and use the **Care Guide** to stay on top of their market and their competitors. We also recognize that the print medium is still important, reaching almost 25% of those over 75 who do not use the internet. More importantly, we are also reaching the "gatekeepers" - CCAC's and discharge planners in hospitals and in the community, as seen in the chart below. **In the 2015/16 edition we will focus our efforts on increasing distribution to hospitals and CCAC's to increase your exposure to this segment the people many of you can not reach directly through your marketing efforts.**

Our Distribution Reaches *Your* Clients!

With over 125,000 Care Guides in circulation across the Province each year, they are handed out by CCAC's, hospitals and doctors to help alleviate the pressures that bed blockers impose on our health system. **Community support** organizations such as CHATS, seniors centres and the like hand them out in their efforts to help their local communities. **Alzheimer Societies and hospices** use them to help stressed caregivers find the right care and housing for their loved ones. They are available in **libraries, pharmacies, churches and adult day centres** - in short, the places frequented by older adults and their families. **Retirement and long term care homes** hand them out as part of their "social marketing" to refer seniors or families to homes that may better suit their needs. "Other" includes MPP's, the Ministry, funeral homes, churches, real estate, financial agencies and Associations. *We are the official directory of the Ontario Retirement Communities Association.*

In Ontario, 139,690 Care Guides were distributed in 2014, serving an estimated 25.0% of persons over 75 in the market for care and housing services. The distribution is as set out in the chart:



A Canadian company, serving Canadians and their care and housing needs.

Fred Schleich, President

the
careguide
SOURCE FOR SENIORS