

# MEDIA RELEASE

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## **\$34 Billion Reasons to bring Caregiving Support to the Workplace**

*A Wellness initiative that impacts the bottom line.*

(Indian Land, SC) - **81%** of Dementia caregivers under the age of 65 are employed and admit having to make major changes to their work schedule because of their caregiving responsibilities. Employee caregivers cost American businesses **\$34 million in lost productivity each year**. Yet, offering caregiver support at the workplace remains largely non-existent.

To address this vortex of missed opportunity for family caregiving support; Keep In Mind, Inc. created **Caregiving 411**, a *Workplace Wellness initiative for Employees who Care*. Keep In Mind, Inc. a South Carolina based small business specializes in Holistic Dementia Care Solutions.

“Currently, 1 in 8 folks over 65 have some form of Dementia and with 10,000 Baby Boomers a day turning 65 until 2029, we’re at a critical turning point in our culture,” says company President Ellen Belk. “We frequently ask our clients, ‘Do you speak Dementia?’ We believe it’s a crucial new skill set to learn, since inevitably everyone will be impacted by Dementia in one way or another.”

Since launching **Caregiving 411** in 2013, the feedback from the employees who have benefitted from this type of support at their workplace has been powerful. *“This was the most informative event I’ve attended and am grateful for KC allowing me the time and opportunity to participate. My mom’s illness/disease is always playing in my mind and sometimes it’s hard to concentrate on important work tasks. Gaining helpful information helps me to better deal with her issues and to stress about it less. Thank You!!!!”* – Kimberly-Clark, employee participant.

Ultimately, caregiving concerns greatly impact an employee’s **job performance** and the company’s **bottom line**. In 2012, the physical and emotional toll of caregiving cost American businesses **\$9.3 Billion** in Healthcare costs.

**Caregiving 411** offers a menu of customized service-options for employers to choose from; that aligns with their organizational needs. For every \$1 invested in employee health and wellness programs; \$3 is saved in health care costs.

For more information about **Caregiving 411** and Keep In Mind, Inc. please visit: [www.keepinmindinc.com](http://www.keepinmindinc.com).

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