

Oral A  
2-13-01



# SeniorNavigator.com<sup>TM</sup>

Virginia's Site For Health & Aging

---



## What is SeniorNavigator.com?

SeniorNavigator.com™ is Virginia's Internet guide offering convenient, easy-to-use and free information on a wide range of health and aging issues. Answers to fundamental questions on health, legal and financial issues as well as housing and health facilities and community services are just a click away on our innovative website.



SeniorNavigator.com™ helps you locate a physician, answer medical questions, learn about power of attorney and financial planning, research retirement communities or identify adult daycare facilities.

SeniorNavigator.com™ a unique online database of Virginia's health and aging information services, includes detailed profiles of more than 14,000 community-based services in urban and rural communities throughout Virginia. The website describes services and providers, lists hours of operation, outlines payment methods, indicates areas served and much more. This immediate access to current information and local resources allows seniors to evaluate and select services that help them address their short- and long-term health-related needs.

## Special features and benefits:

### My Library

At the visitor's request, SeniorNavigator.com™ creates a personalized library of customized information. Then, as visitors search SeniorNavigator.com, they can save information in their library and even send pages to family members, friends or clients. SeniorNavigator.com automatically updates the library as new content becomes available.

### High Tech with Local Touch

SeniorNavigator.com™ successfully blends high tech with local touch by training SeniorNavigators™ - volunteers and professionals statewide who have regular contact with seniors, their families and caregivers. SeniorNavigators help those without computers access the website to find specific answers to health and aging questions. SeniorNavigators may be caregivers at private homes, nursing homes or retirement communities; receptionists in physicians' offices; pharmacists, clergy, family, volunteers or others. Community volunteer agencies serve as Volunteer Champions by sponsoring volunteers to be trained as SeniorNavigators.



### My Neighborhood

Visit "My Neighborhood" enter a zip code and find Volunteer Champions who can provide outreach and assistance in navigating SeniorNavigator.com™. "My Neighborhood" also offers the opportunity to become a SeniorNavigator™.



### Ask An Expert

If you have searched the site and still have an unanswered question, you can submit your question to "Ask An Expert." SeniorNavigator.com™ will work with our panel of experts to answer your question in a timely manner.

### Community Workshops

Community workshops about SeniorNavigator.com™ are regularly scheduled to train professionals and volunteers in communities statewide. To learn more about local workshops or to schedule a website demonstration, please call 804/827-1280.

### Privacy, Confidentiality and Reliability

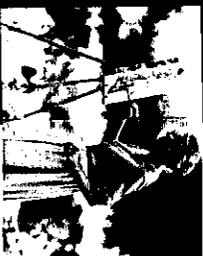
SeniorNavigator.com™ protects your privacy and will not transfer or sell any personal information about our users to a third party without expressed permission. It is important to note that while the website delivers a wide spectrum of information, it does not offer medical advice or endorse specific services or providers.

### A Virginia Partnership

SeniorNavigator.com™ is a not-for-profit subsidiary of the Virginia Health Care Foundation, established in cooperation with the AOL Time Warner Foundation and the CollisWarner Foundation. It is supported by hospitals, health systems and organizations across the state.

### Neighbor-to-Neighbor

This interactive feature allows visitors to participate in online discussion groups. SeniorNavigator.com™ serves as a virtual neighborhood by putting visitors in touch with others who share similar interests and concerns.



(Please Print)

NAME: \_\_\_\_\_

Check one or more of the following for more **INFORMATION**





#### FOUNDING PARTNERS

Virginia Health Care Foundation  
AOL Time Warner Foundation

#### LEADERSHIP PARTNERS

CollisWarner Foundation  
Trilogy Consulting  
XL  
Trigon Blue Cross Blue Shield

#### CONTRIBUTING PARTNERS

Owens & Minor Inc.  
Brandywine Realty Trust

#### SPONSORS

Augusta Medical Center  
Bon Secours Richmond Health System  
Caitlon Health System  
Centra Health  
Community Memorial Healthcare  
Danville Regional Health System  
Inova Health System  
Johnston Memorial Hospital  
Martha Jefferson Hospital  
MediCorp Health System  
Protonac Hospital  
Rockingham Memorial Hospital  
Sentara Healthcare  
Valley Health System

#### ENDORSERS

Virginia Association of Area Agencies on Aging  
Virginia Association of Nonprofit Homes for the Aging  
Virginia Health Care Association  
Virginia Hospital and Healthcare Association  
Virginia State Leadership Council of AARP

## Do you find yourself asking these QUESTIONS?

- Q:** Is there a resource for health and aging information that's free and non-commercial?
- Q:** How do I access the valuable resources on the Internet if I don't have a computer?
- Q:** Where can I get help in understanding all my medical bills, insurance statements and Medicare forms?
- Q:** How do we start planning for our retirement?
- Q:** I would really enjoy helping seniors - where can I contribute my time?

**A:** [www.SeniorNavigator.com](http://www.SeniorNavigator.com)<sup>SM</sup>

**T**hese questions portray just a sample of the many challenges facing today's seniors, family members, friends and professional caregivers. When confronting a health concern, legal question, financial issue or lifestyle change, we frequently do not know where to begin looking for that specialized help within our community. However, in Virginia when older adults, their family members and friends are approaching the crossroads of "senior" life, there is a new, safe and easy place to begin!



SeniorNavigator.com<sup>SM</sup>  
Virginia's Resource For Health & Aging

MAIN STREET CENTRE  
600 East Main Street ■ Suite 360  
Richmond, Virginia 23219

Tel: 804/827-1280 ■ Fax: 804/827-1281  
Email: [Marketing@SeniorNavigator.com](mailto:Marketing@SeniorNavigator.com)



SeniorNavigator.com<sup>SM</sup>  
Virginia's Resource For Health & Aging



WHERE COMMUNITY  
AND TECHNOLOGY  
COME TOGETHER

PLACE



SeniorNavigator.com<sup>SM</sup>

Orala

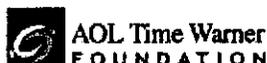
2-13-01

## Meet Our Partners and Sponsors

### Founding Partners



**Virginia Health Care Foundation.** The Virginia Health Care Foundation was created in 1992 by Virginia's General Assembly and its Joint Commission on Health Care to increase access to primary care for Virginia's uninsured and medically underserved. The Foundation currently funds 55 community-based projects throughout Virginia and operates several programs of its own including The Pharmacy Connection and the Healthy Communities Loan Fund. SeniorNavigator.com is the Foundation's most recent initiative.



**The AOL Time Warner Foundation.** The AOL Time Warner Foundation is dedicated to ensuring that all people realize the benefits promised by the Internet Revolution as fully and quickly as possible. Foundation programs currently focus on using the Internet to enhance civic discourse, improve the delivery of health care services and information, strengthen philanthropy, improve education and youth services, and provide digital opportunity to underserved communities. The Foundation recently launched Helping.org, a nonprofit, one-stop philanthropy portal where people can sign up to volunteer or make donations to any of 650,000 charities, whether or not those organizations have an online presence. For more information on the AOL Foundation, visit [www.aoltwfoundation.org](http://www.aoltwfoundation.org). AOL keyword: AOL FOUNDATION.

### Leadership Partners



**The CollisWarner Foundation.** The CollisWarner Foundation seeks to identify, create and provide resources to innovative programs that focus on education and technology to better communities primarily in Virginia.



**Trilogy Consulting.** A Personnel Group of America Company, Trilogy Consulting is a full-service, information technology consulting firm. Services include e-business, business intelligence, knowledge management, LAN/WAN design and development, Internet design and development, thin client architecture, enterprise messaging, ERP and e-Learning.



**iXL.** iXL is a global consulting firm that helps companies use the power of emerging technologies and advanced business strategy to build stronger, more profitable relationships with their customers, employees and business partners. iXL has done this successfully for some of the world's leading companies, including AIG, AT&T, British Airways, BellSouth, Chase, Delta Air Lines, FedEx, GE and Virgin, via its Enterprise Accounts, Travel Services, Financial Services and Retail and Consumer Packaged Goods groups.



**Trigon Blue Cross Blue Shield.** Trigon Blue Cross Blue Shield is Virginia's largest managed health care company, providing a broad range of health, wellness and health care financing programs and services to 2 million members. As the largest Medicare Supplemental insurer in the Commonwealth, Trigon insures nearly 50 percent of all covered seniors.

## *Sponsors*



**Augusta Medical Center.** As a non-profit community hospital, Augusta Medical Center's (AMC) mission includes the provision of a comprehensive range of health services to improve the health of the community served. High quality medical care is provided in a wide range of settings including acute inpatient care, behavioral health care, rehabilitation, hospital based skilled nursing care, and extensive community services such as wellness and fitness, outpatient services, home care, hospice and transportation services. AMC has consistently been recognized as one of the best hospitals in the country, with awards in 1997 and 1998 as one of the Top 100 hospitals in the country and in 1999 as one of the three best hospitals in the region, and was named one of America's best hospitals in US World and News in 2000. This national recognition for both quality and efficiency is made possible by a dedicated



**Bon Secours Richmond Health System.** The Bon Secours Richmond Health System is a non-profit, Catholic-sponsored healthcare system serving the metropolitan Richmond area. The three hospitals in our system -- St. Mary's Hospital, Memorial Regional Medical Center and Richmond Community Hospital -- provide a full range of services, including emergency care, cardiology, surgery, behavioral health, women's services, hospice and community health services. Bon Secours Richmond offers services and facilities tailored to people middle-aged and beyond, whether still very active or requiring more individual assistance. Thoughtfully planned support groups supply vital links to seniors with specific needs, such as our Personal Response Service. Our VIVA program is specifically designed for people in their mid-50s and beyond. Call 627-5010 to find out more about VIVA benefits such as health information, screenings, educational programs, and discounts on supplies, services and programs. Bon Secours Richmond also owns and operates Summerhill Retirement Community and Bon Secours Retirement Community at Ironbridge for seniors seeking quality residential and care solutions. Founded on the religious and moral principles of the Sisters of Bon Secours in Paris in 1824, the Bon Secours Health System provides care for anyone in need, regardless of ability to pay.



**Carilion Health System.** Based in Roanoke, Carilion Health System has evolved over the past 100 years into a nationally recognized regional health care network serving southwest Virginia. As we enter our second century of caring, we remain dedicated to improving the quality of healthcare and making it available to all who need it. Carilion is a leader in providing quality care for older adults, offering a broad network of facilities and services, including 12 hospitals (Tazewell to Farmville), 75 outpatient sites (Winchester to Galax), rehabilitation, home health, hospice, nursing home care and geriatric assessment. With over 9,000 employees, Carilion is the largest employer in the region, and serves approximately one million people. In addition to its comprehensive and integrated system of health care services, Carilion Health System is committed to medical education and community betterment. Carilion Health System is a not-for-profit organization.



**Centra Health.** Lynchburg General and Virginia Baptist are divisions of Centra Health, a community-owned, not-for-profit healthcare system created in 1986 by the merger of the two hospitals. Lynchburg General Hospital is the regional emergency and critical care hospital, while Virginia Baptist specializes in cancer services, women and children's care, mental health services, and outpatient surgery. Together, the two hospitals meet nearly every medical need. Central Virginians enjoy a high level of medical sophistication normally reserved for larger metropolitan areas. In addition to these two foundational hospitals, Centra proudly offer the Guggenheimer Nursing Home, the Pathways Treatment Center, The Lynchburg Family Practice, Volunteer Services and The Rivermont School.



**Community Memorial Healthcenter.** The Community Memorial Healthcenter (CMH) in South Hill, Virginia provides comprehensive medical services to residents of Southside Virginia and Northern North Carolina. Opened in 1954, CMH is one of the region's leading medical institutions with access to 75 physicians representing a variety of medical specialties. As a not-for-profit, 284-bed community owned hospital, we provide acute, long-term and behavioral health care with a personal commitment. Community Memorial Healthcenter is committed to excellence and to meeting the health care needs of the community.



**Danville Regional Health System.** Danville Regional Health System was established in 1995 with one simple mission: to help the people of our community to be healthy. Our vision is to become the leader in organizing resources in the community to ensure the provision of health-care services to the region at the highest value, measured by quality, customer satisfaction, and cost-effectiveness. We're much more than a hospital. We offer medical services for families, such as primary care and convenient outpatient services. We also offer services for seniors, including a retirement community and a skilled nursing facility. We even help businesses with our occupational health services. And whenever new health needs arise in our community, Danville Regional Health System is committed to developing new services to meet them.



**Inova Health System.** Inova Health System is a not-for-profit health system based in Northern Virginia that consists of hospitals and other health care services including home care, nursing homes, mental health services, physician practices, wellness classes, freestanding emergency and urgent care centers. Inova's comprehensive, integrated network of health care facilities and services now covers a broad geographical base throughout the metropolitan Washington area. The Inova Health System has 1,435 licensed beds in five hospitals, 377 nursing home beds, more than 2,500 practicing physicians, and 11,300 employees. Inova Health System is keeping pace with the burgeoning growth of Northern Virginia.



**Johnston Memorial Hospital.** Johnston Memorial Hospital (JMH) is a 135 bed, not-for-profit, acute care hospital which serves as a major medical referral center for Southwest Virginia. Today, with a caring staff of more than 500 employees and approximately 115 physicians on its active, courtesy and consulting medical staffs, JMH is completely committed to providing the highest quality health care possible to the people of the region. In addition to operating 135 acute care beds, the hospital also operates a home health agency, an outpatient physical therapy center and owns and manages one family physician practice (Mountain Spring Family Care). The hospital also owns a 50% share of Southwest Virginia HealthNet, a PHO created as a vehicle for managed care and insurance contracts. The PHO currently has 29 contract and 92 physician members.

Governed by an eleven-member Board of Trustees, the hospital offers inpatient and outpatient services including:

- Critical Care Unit
- Obstetrical Services
- 24-Hour Emergency Care
- Physical Therapy
- Outpatient Surgery
- Radiology
- Cardiology
- Endoscopy
- Industrial Health Services
- Respiratory
- Level Two Neonatal Intensive Care Unit

## **Martha Jefferson Hospital**

**Martha Jefferson Hospital.** Martha Jefferson Hospital is a not-for-profit community hospital providing comprehensive inpatient and outpatient services including a comprehensive Cancer Care Center, Cardiology Care Center, Women's Health Center and Digestive Health Center. In partnership with more than 200 board-certified physicians, Martha Jefferson provides high-quality innovative care that combines state-of-the-art technology with exceptional service. This is our Caring Tradition, a distinction that consistently earns Martha Jefferson Hospital one of the highest patient satisfaction ratings in the Mid-Atlantic region.



**MediCorp Health System.** MediCorp Health System is a locally owned and operated regional health care organization. The cornerstone of MediCorp is the not-for-profit Mary Washington Hospital that has served the Fredericksburg area for over a century. A comprehensive health care system, MediCorp offers a full range of services including comprehensive behavioral health services, senior living, a skilled nursing home, home health including hospice, ambulatory care including a freestanding surgery service, outpatient lab and radiology outpatient lab and radiology services, and a foundation. At the heart of MediCorp Health System is its mission to improve the health status of all people within the community. MediCorp Health System operates two mobile health units made possible by the Mary Washington Hospital Auxiliary. These vans take health care into outlying and largely rural areas where accessing health care is difficult. Additionally, MediCorp is a major donor providing funds and volunteers to support the Lloyd F. Moss Free Clinic which serves Fredericksburg's indigent population that is not covered by other community services programs.



**Potomac Hospital.** In 1972, after an eight-year community fundraising effort, Potomac Hospital opened its doors to the residents of eastern Prince William, southern Fairfax, and north Stafford Counties. Potomac has come a long way since then, growing from 29 patient beds, 115 employees and 61 physicians to 153 patient beds, more than 1000 employees and more than 250 medical staff members. The mission of Potomac Hospital is to identify healthcare needs and enhance the health of our community members regardless of race, color, religion, creed or ability to pay. Potomac Hospital offers a wide range of medical specialties, a highly qualified medical and clinical staff, and state-of-the-art technology required to uphold our mission.



**Rockingham Memorial Hospital.** Rockingham Memorial Hospital's mission is to be an innovative community-oriented health care provider committed to offering accessible, personalized, and high-quality services in a cost-effective manner. We will work in partnership with the local medical community and other local and regional health care resources to ensure that necessary health services are available to all, regardless of their financial status. With our partners, we will seek to enhance the health status of the community we serve, by offering an appropriate range of services including selected areas of excellence. Working with our local physician partners, we will actively participate in the formation of a locally controlled integrated delivery system. In our efforts, we will be guided by the shared values; beliefs; and needs of our local community.

## S E N T A R A.



**Sentara Healthcare.** Sentara Healthcare is a not-for profit health services organization whose unique integration of people, processes and technologies has made it the number one provider of innovative health care services in the greater Hampton Roads region and a nationally recognized leader in the healthcare industry. Sentara serves more than 2 million residents in southeastern Virginia and Northeastern North Carolina. Sentara's network of care includes six hospitals, an outpatient care campus, nine nursing and assisted-living centers over 38 primary care sites, home health and hospice services, ground and air medical transport services, mobile diagnostic vans and two fitness facilities.

**Valley Health System.** Valley Health System is a nonprofit organization of healthcare providers serving the residents of the northern Shenandoah Valley in Virginia, West Virginia and Western Maryland. Through its subsidiaries, Valley Health System offers a full spectrum of services – in acute care, rehabilitation and extended care facilities, outpatient and community settings and patient homes – to help the people of our region manage their health and enjoy a high quality of life. Valley Health System has the resources to diagnose, treat and help patients manage virtually any medical problem they may encounter. The Valley Health System "family" includes: Winchester Medical Center in Winchester, VA; Warren Memorial Hospital in Front Royal, VA; War Memorial Hospital in Berkeley Springs, VA; Winchester Rehabilitation Center; Surgi-Center of Winchester; Valley Home Care; Valley Medical Treatment; and Valley Pharmacy and Infusion.

### *Contributing Partners*

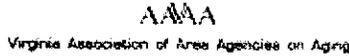


**Owens & Minor, Inc.** Owens & Minor, Inc., a Fortune 500 company headquartered in Richmond, VA, is one of the nation's largest distributors of national name-brand medical/surgical supplies. The company's distribution centers throughout the United States serve hospitals, integrated healthcare systems and group purchasing organizations. In addition to its diverse product offering, Owens & Minor is delivering the difference by helping customers control healthcare costs and improve inventory management through innovative services in supply chain management, logistics and technology. Founded in 1882, Owens & Minor started as a wholesale drug company. Since 1992, the company has distributed only medical/surgical supplies. Owens & Minor's common shares are traded on the New York Stock Exchange under the symbol OMI.



**Brandywine Realty Trust.** Brandywine Realty Trust, with headquarters in Newtown Square, PA and regional offices in King of Prussia, PA, Mt. Laurel, NJ and Richmond, VA, is one of the mid-Atlantic region's largest full-service real estate companies, with 250 commercial and industrial properties containing more than 16.5 million rentable square feet. In addition, Brandywine manages 46 properties containing 3.6 million rentable square feet and is a partner in nine operating joint ventures containing over 1.2 million rentable square feet.

## Endorsers



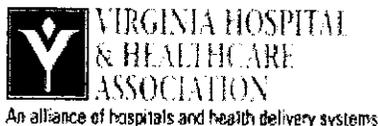
**The Virginia Association of Area Agencies on Aging (V4A).** The Virginia Association of Area Agencies on Aging is a private, nonprofit 501 (c) 3 association of Virginia's twenty-five Area Agencies on Aging, covering the entire state of Virginia, each serving a designated planning service area. V4A advocates for the needs and concerns of older Virginians, serves as a liaison between national and state organizations and provides opportunities for the development of creative ideas, resources and discussion of potential solutions to problems faced by older Virginians. Additionally, V4A utilizes federal, state, local and private resources to operate the statewide programs of the Virginia Long-Term Care Ombudsman Program (serving older Virginians receiving long-term care in nursing homes, assisted living facilities or community based services) and Senior Medicare Patrol (combating Medicare and Medicaid fraud, waste and abuse) through the Area Agencies on Aging network.



**The Virginia Association of Nonprofit Homes for the Aging (VANHA).** The Virginia Association of Nonprofit Homes for the Aging is a statewide organization of not-for-profit retirement housing facilities, adult care residences, nursing homes and continuing care retirement communities. Facilities are sponsored by a variety of religious, fraternal, public and private organizations dedicated to providing quality care and services to the elderly. VANHA was founded in 1973 by nursing home administrators who believed that non-profit homes were unique in their needs and resources and required their own organization. VANHA is proud to have served the State of Virginia elderly for 25 years. Since its beginning, over 100 facilities, representing over 15,000 residents, administrators, staff and boards, and over 100 affiliate members have joined VANHA. VANHA has a central office with a full-time president and support staff in Richmond.



**Virginia Health Care Association.** The Virginia Health Care Association's mission is to promote the delivery of quality extended health care services through leadership, information, education, collective action and collaborative efforts with other providers and citizen groups so that quality health care services along a continuum of care are available to all citizens of the Commonwealth of Virginia.



**The Virginia Hospital & Healthcare Association.** The Virginia Hospital & Healthcare Association is an alliance of hospitals and health delivery systems that develops and advocates health care policy for the Commonwealth.



**AARP.** AARP is the nation's leading organization for people age 50 and older. It serves their needs and interests through information and education, advocacy, and community services which are provided by a network of local chapters and experienced volunteers throughout the country. The organization also offers members a wide range of special benefits and services, including Modern Maturity and My Generation, and the monthly Bulletin.



SeniorNavigator.com<sup>SM</sup>

## Fact Sheet

### ELDER CARE STARTS AT HOME

A growing number of family members are caregivers for seniors.

- ◆ Nearly one out of every four U.S. households (23% or 22.4 million households) is involved in caregiving to persons aged 50 or over. (*National Alliance for Caregiving and the American Association for Retired Persons [AARP] Family Caregiving in the U.S.: Findings from a National Survey, June 1997*)
- ◆ The “Sandwich Generation” is the largest growing segment of caregivers in the nation. Of the 22 million Americans caring for elderly parents, 40 percent also have kids to watch over. (“*Baby Boomers Feeling Strain of Caring for Older Parents,*” *CNN.com, 7/31/98*)

Where can they turn for information? SeniorNavigator.com<sup>SM</sup>, an initiative of the Virginia Health Care Foundation established in cooperation with the AOL Time Warner Foundation and the CollisWarner Foundation, is a unique guide for Virginia’s seniors, their families, and caregivers. It is designed to be a resource for the information they need to understand a particular illness or health-related concern, PLUS find accurate, in-depth details about local services and providers.

### A VALUABLE RESOURCE FOR SURFING SENIORS

More seniors than ever before are surfing the Internet. As this growing segment of the population increasingly turns to the Internet for medical information and other information concerning seniors, SeniorNavigator.com is positioned to provide appropriate resources.

- ◆ Adults over the age of 50 spend an average of 8.3 hours per week online, more than any other age group. (*Jupiter Communications, 2000*)
- ◆ The number of seniors owning a Personal Computer has jumped from 29% in 1995 to 40% in 2000. (*Center for Medicare Education, 2000*)
- ◆ 1 out of 10 seniors who don’t own a computer, gain access to the Internet via family, friends, the library, or other resources. (*Center for Medicare Education, 2000*)

These statistics indicate that seniors and their adult children are turning more and more frequently to the Internet for information concerning seniors. Effective web sites should provide faster and easier to understand information, as well as provide useful resources that will speak to the needs of seniors.

### A RESOURCE FOR NON-SURFERS TOO

There is still a large segment of the senior population that does not have access to the Internet. SeniorNavigator.com is uniquely positioned to help them as well by sponsoring SeniorNavigators<sup>SM</sup>, specially trained community and professional volunteers who assist seniors, family members, friends and caregivers in navigating the site. This feature differentiates SeniorNavigator.com from other Internet resources for seniors.

SeniorNavigator.com offers information in four areas: Health Information, Legal and Financial Health, Housing and Health Facilities, and Community Center.



SeniorNavigator.com<sup>SM</sup>

**Hear What People Across Virginia Have to Say About SeniorNavigator.com<sup>SM</sup>**

"The Virginia State Office of the Corporation for National Service, AmeriCorps\*VISTA, congratulates the Virginia Health Care Foundation on its launch of SeniorNavigator.com. Using SeniorNavigator.com, the National Senior Service Corps programs, RSVP (Retired and Senior Volunteer Program), Foster Grandparent Program and Senior Companions Program will be able to more effectively reach seniors in their communities with information and referral. This is key to helping people remain independent in their communities and their homes."

*Thomas Harmon  
State Program Director  
Virginia State Office of the Corporation for National Service  
AmeriCorps \*VISTA*

"Augusta Medical Center is pleased to be a sponsor of SeniorNavigator.com. SeniorNavigator introduces to our community a dynamic resource that is responsive to the needs of our seniors and their caregivers. This comprehensive Internet tool is an extremely useful and user-friendly way for seniors to access information relevant to their specific needs and concerns. It is our hope that everyone will take advantage of this exceptional community resource."

*Thomas Gorsuch, M.D.  
Chairman of the Board of Directors  
Augusta Medical Center*

"Bon Secours Richmond is pleased to sponsor SeniorNavigator.com because it is a natural extension of the many services we already provide to area seniors. This is a great opportunity for us to extend our mission even further into the Richmond market."

*Peter J. Bernard  
Chief Executive Officer  
Bon Secours Richmond Health System*

"As the caregiver of two parents with dementia 10 years ago, I often felt uninformed about statewide resources. If SeniorNavigator.com had been available then, I know I could have precluded many problems."

*Linda C. Gillikin  
RN, BSN, MEd.  
Caregiver*

"SeniorNavigator.com is a very comprehensive source of information about aging."

*David Speidell  
Caregiver*

"In this new era of the informed consumer, Community Memorial Healthcenter is proud to support the Virginia Health Care Foundation in this initiative (SeniorNavigator.com) to provide information about senior-related resources in our region and throughout Virginia. Our congratulations to the VHCF for recognizing and acting on this tremendous need for our seniors and those who care for them."

*W. Scott Burnette  
President/CEO  
Community Memorial Healthcenter*

"As someone who has had to guide my mother through surgery, I find that SeniorNavigator.com will be an invaluable resource. The County of Henrico looks forward to SeniorNavigator.com coming online in February so we can use this information system to educate our citizens as to the services available for our senior citizens."

*Frank J. Thornton  
Supervisor  
Fairfield Magisterial District*

"SeniorNavigator.com goes beyond information to knowledge and service!  
SeniorNavigator.com today lays a critical foundation for our community's seniors to connect with the resources they need to better access care, improve quality and extend life! It's boldly creating a better future for health and medical care for our parents and grandparents. SeniorNavigator.com extends cyberspace with a statewide network of volunteers...this is the future of the Web."

*Douglas E. Goldstein  
Healthcare Strategist and Practical Futurist*

"Inova Health System is proud to sponsor this vital resource (SeniorNavigator.com) at a time marked by increased demand for senior services due to an expanding aged population." We are committed partners in caring for and enabling the community we serve to make informed decisions about the care they or their loved ones may need."

*Knox Singleton  
President and Chief Executive Officer  
Inova Health System*

"SeniorNavigator.com is certain to be a valuable community asset by providing healthcare information in an easy-to-use, online tool for senior citizens. iXL was honored to provide Internet design and usability expertise for SeniorNavigator.com, which we're certain will prove to be a successful website for Virginians."

*Chris Cook  
Office Managing Partner  
iXL*

"For 90% of baby boomers, taking care of their aging parents is one of their top life priorities. Rockingham Memorial Hospital is pleased to provide a local tool for our community residents, their families and those who work with them to easily access vital information regarding health and local and state resources to support them. SeniorNavigator.com can help families access resources anywhere in the state, a particular help for children who don't live near their aging parents but need to assist them in getting services or support when they need it."

*T. Carter Melton, Jr.  
President  
Rockingham Memorial Hospital*

"I think this is a great resource for people who have to get information on long-term care services. SeniorNavigator.com is helpful for people when they are experiencing an emergency with a family member and they don't know where to turn."

*Chris Woods  
Long-term Care Ombudsman  
Senior Connections – Capital Area Agency on Aging*

"SeniorNavigator.com is an excellent new resource for Virginia's seniors, their families and caregivers. Both the volunteers and the website will help people to navigate the confusing maze of health and social services. NCOA salutes Virginia for leading the way with this innovative program."

*James P. Firman, Ed.D  
President and CEO  
The National Council on the Aging*

"SeniorNavigator.com satisfies a real need for information regarding health and health care alternatives at a time in life when the need for health care services is greatest. The site is full of concrete information people can use every day, as well as great links to even more information. You can dig as deep as you want to unearth information that's relevant to seniors, as well as to children assisting their aging parents. That's the great thing about SeniorNavigator – it's not just for seniors; it's also for anyone who cares for or about them."

*David P. Wade  
Senior Vice President, Government & Individual Business  
Trigon Blue Cross Blue Shield*

"A commitment to empowering consumers through knowledge and choice is the foundation of our innovative partnership with SeniorNavigator.com. We are very excited to work on a project that directly benefits the consumer."

*Bill Vaughan  
President  
Trilogy Consulting*



SeniorNavigator.com<sup>sm</sup>

600 East Main Street · Suite 360  
Richmond, Virginia 23219  
Tele (804) 827-1280 · Fax (804) 827-1281  
info@seniornavigator.com

FOR IMMEDIATE RELEASE  
February 7, 2001

Contact:  
Kathleen Lash  
202-828-7000

**INTRODUCING SENIORNAVIGATOR.COM<sup>sm</sup>**  
**Virginia's Resource For Health and Aging**  
*Where Community and Technology Come Together*

Richmond, VA – *There's so much information out there on health and aging, where do I begin? How do I access the valuable resources on the Internet if I don't have a computer? How do I approach my aging parents about their changing needs? How do we plan for our future? Is there some way I can volunteer to help seniors? Can anyone help me find health care information for free? I get so many different medical bills with all these confusing codes, where do I turn for help? We hear questions like this everyday, and now we have answers...introducing SeniorNavigator.com.*

SeniorNavigator.com is a unique new Internet guide designed to link seniors, their families and caregivers with timely and useful health and aging information. A nonprofit subsidiary of the Virginia Health Care Foundation, SeniorNavigator.com was established in cooperation with the AOL Time Warner Foundation and CollisWarner Foundation.

SeniorNavigator.com incorporates high tech with local touch by training SeniorNavigators<sup>sm</sup> in communities across Virginia – people who have regular contact with seniors and who can help them navigate the website to learn more about a particular illness or health related concern. SeniorNavigators include caregivers at private homes, long-term care facilities or retirement communities, receptionists in physicians' offices, pharmacists, clergy, family and others.

SeniorNavigator.com co-chair Mark Warner stated, "SeniorNavigator.com is not just another website, it's about bringing community and technology together. We are working with community organizations and volunteers, whom we call SeniorNavigators, to make this valuable resource available to everyone in Virginia so they can find the information and resources they need."

- More -

Kathy Bushkin, President of the AOL Time Warner Foundation, said, "One of the goals of the AOL Time Warner Foundation is to ensure that the online medium lives up to its tremendous potential to improve people's lives. SeniorNavigator.com, which uses the Internet to connect people across all communities in Virginia to vital health related information, and to help families make sense of the medical related resources available to them, is a tremendous example of how the Internet can benefit society. We are delighted to help sponsor this pilot project which may be replicable in other states."

Richard Grier, Chair of the Virginia Health Care Foundation, remarked, "The Virginia Health Care Foundation created SeniorNavigator.com to help alleviate the stress and confusion that occur when a loved one is faced with an illness or incapacity. This unique website provides a wealth of health and aging information and an extensive database of local facilities, services and programs in a depth unrivaled on the Internet. In one stop, seniors and their families can get the help they need, when they need it."

Douglas E. Goldstein, Healthcare Strategist and Practical Futurist, said, "SeniorNavigator.com goes beyond information to knowledge and service! SeniorNavigator.com today lays a critical foundation for our community's seniors to connect with the resources they need to better access care, improve quality and extend life! It's boldly creating a better future for health and medical care for our parents and grandparents. SeniorNavigator extends cyberspace with a statewide network of volunteers...this is the future of the Web."

James P. Firman, Ed.D, President & CEO, The National Council on the Aging, said, "SeniorNavigator.com is an excellent new resource for Virginia's seniors, their families and caregivers. Both the volunteers and the website will help people to navigate the confusing maze of health and social services. NCOA salutes Virginia for leading the way with this innovative program!"

Statistics indicate that seniors and their adult children are turning more and more frequently to the Internet for information concerning seniors:

- ◆ Adults over the age of 50 spend an average of 8.3 hours per week online, more than any other age group. (*Jupiter Communications, 2000*)
- ◆ The number of seniors owning a Personal Computer has jumped from 29% in 1995 to 40% in 2000. (*Center for Medicare Education, 2000*)
- ◆ The percentage of Medicare beneficiaries with access to the Internet rose from 6.8% in 1997 to 21.3% in 1999. 83% of those go online for medical information. (*HCFA, 2000*)

SeniorNavigator.com was created as a nonprofit Internet guide offering convenient, easy-to-find and free information on health issues, legal questions, financial concerns, housing and health facilities, and community resources. The website includes an “Ask an Expert” feature that allows users to pose questions on health and aging related issues, and a “My Library” feature that collects articles of interest on various topics in a personal file for each member. A special section called “Things You Should Know” highlights timely items of interest and relevant articles. Plus, online discussion groups offer seniors and their family members the opportunity to communicate with other people who share the same interests and concerns.

The most exciting and unique feature of this new service is the community-based corps of volunteers – the SeniorNavigators – people who have regular contact with seniors and who can help them navigate the website to find specific answers to health and aging questions. These are especially important for seniors who do not have access to the Internet – helping bridge the digital divide.

SeniorNavigator.com profiles more than 14,000 community-based services in urban and rural communities throughout Virginia. More than just “telephone directory-style” information, this innovative website describes services and providers, lists hours of operation, outlines payment methods, and much more – so seniors, their families and health and human service professionals have the information they need to help them make decisions.

SeniorNavigator.com is sponsored by hospitals and health systems across the state of Virginia, including Augusta Medical Center, Bon Secours Richmond Health System, Carilion Health System, Centra Health, Community Memorial Healthcenter, Danville Regional Health System, Inova Health System, Johnston Memorial Hospital, Martha Jefferson Hospital, MediCorp Health System, Potomac Hospital, Rockingham Memorial Hospital, Sentara Healthcare, and Valley Health System.

Additional SeniorNavigator.com partners include Trilogy Consulting, iXL, Trigon Blue Cross Blue Shield, Owens & Minor, Inc. and Brandywine Realty Trust. SeniorNavigator.com is endorsed by the Virginia Association of Area Agencies on Aging, Virginia Association of Nonprofit Homes for the Aging, Virginia Health Care Association, Virginia Hospital and Healthcare Association, Virginia State Leadership Council of AARP. SeniorNavigator.com is a nonprofit subsidiary of the Virginia Health Care Foundation, established in cooperation with the AOL Time Warner Foundation and the CollisWarner Foundation. SeniorNavigator.com is headquartered in Richmond, Virginia.

## Douglas E. Goldstein

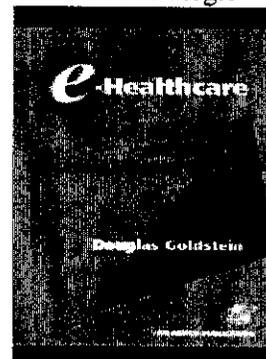


Douglas E. Goldstein is an internationally recognized expert in healthcare strategy, e-commerce and e-care. As a “Practical Futurist,” CEO, author and consultant, Douglas has guided the nation's leading healthcare organizations in developing products, e-services and alliances necessary to prosper in the 21<sup>st</sup> century. Mr. Goldstein is a pioneer in dynamic business strategies for traditional and new media companies committed to leading into future. Douglas is the author of the widely acclaimed book and CD-ROM, *e-Healthcare: Harness the Power of Internet e-Commerce and e-Care* (Aspen Publishers, Inc. 2000). He has been the e-Strategist and developer of numerous health and medical Web projects including: *Medformation.com* (2000 *Best of the Best Hospital Web Sites – Modern Healthcare Magazine*), *HealthOnline.com*, *Health Adventure*, a 1998 Smithsonian, ComputerWorld nominee; *GreatestHits.com*, *DreamDog.com*, *Bio-Portraits.com*, THEO – *Teen Health Education Online*, and *eHealthcare.net*.

He is President of eHealthcare.net, an innovative consulting and product development firm dedicated to exceptional performance through **Best Thinking**™ and the use digital technology. He also has served as founder, Chairman and CEO of Health Online, Inc. for eight years and he was a co-founder and vice president of 1-800-DOCTORS (1-800-DOCTORS.COM), a doctor information and appointment service. Doug also serves on advisory boards for public and private eHealth companies including RnetHealth, Inc. ([www.rnethealth.com](http://www.rnethealth.com)), Cytura, Inc. ([www.cytura.com](http://www.cytura.com)) and Tevital-Medpliance ([www.tevital.com](http://www.tevital.com)). He writes "Medical Internet," a monthly column for *Managed Care Interface* magazine and he has penned numerous articles on healthcare e-commerce and e-care. In addition to the recent e-Healthcare book and CD-ROM, he was the lead author of five finance, healthcare and business *Best of the Net* Internet books from McGraw Hill Irwin and three noted books on healthcare management. More information on Doug is available at [www.ehealthcare.net](http://www.ehealthcare.net).

### About the Recent Book and CD-ROM

*e-Healthcare: Harness the Power of Internet e-Commerce & e-Care* goes beyond theory and delivers practical, hands-on e-advice for healthcare executives and doctors. It delivers a strategic framework and invaluable tips for planning and launching true e-services—not just marketing focused Web sites. Readers gain unique insights from leading Web services to build consumer and patient e-relationships that save time and money and create the next generation of e-commerce and e-care services. The book's 18 action-oriented chapters bust health care's traditional “bricks and mortar” paradigms wide open, and serve up e-action plans for applying the new e-business paradigm of e-commerce and e-care to health care. *e-Healthcare: Harness the Power of Internet e-Commerce and e-Care* is available at [www.aspenpublishers.com/e-healthcare.html](http://www.aspenpublishers.com/e-healthcare.html) or call toll free at 800.638.8437. Aspen Publishers, Inc. is a leading information and knowledge source to healthcare executives and doctors throughout the world.





**SeniorNavigator.com**<sup>SM</sup>  
Virginia's Resource For Health & Aging

**SeniorNavigator.com**<sup>SM</sup>

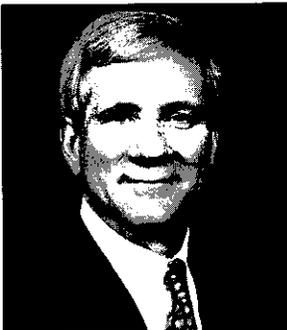
*BOARD OF DIRECTORS*

### Mark R. Warner



Mr. Warner serves as Co-Chair of the Board and is the Founding Chairman of the Virginia Health Care Foundation. He is a partner of Columbia Capital, a technology venture capital firm based in Alexandria, Virginia, which has helped to create more than 70 telecommunications and information technology companies. Active in community, state, and national affairs, Mark serves on several Boards including George Washington University, Virginia Union University, the Appalachian School of Law, Virginia Foundation for Independent Colleges, Virginia Math and Science Coalition, and the YMCA of the Metropolitan Washington Area. He co-chairs Virginia's Communities in Schools. Mr. Warner is a graduate of Harvard Law School and George Washington University.

### Richard L. Grier



Mr. Grier serves as Co-Chair of the Board. He is a partner in the law firm of Troutman Sanders Mays & Valentine, LLP. He serves on the board of the Richmond Memorial Foundation and is coordinator for the Theresa A. Thomas Memorial Foundation. He is Chairman of the Health Law section of the Virginia Bar Association and his professional affiliations include the Richmond and American Bar Associations, the National Health Lawyers Association, and the Virginia Hospital and Health Care Association. Mr. Grier is a graduate of Duke University and the University of North Carolina Law School.

### David Eisner



Mr. Eisner is Vice President, Corporate Relations, AOL Time Warner and Executive Vice President, AOL Time Warner Foundation, and is responsible for setting strategic direction and policy in AOL Time Warner's social priorities, which include equipping kids for success, extending Internet benefits to all, engaging communities in the arts, and empowering citizens and civic participation. Mr. Eisner helps develop partnerships with non-profit advocacy and community-based organizations to focus on 21st Century Literacy, online safety for children, e-philanthropy, Internet-based democracy, and many initiatives relating to bridging the digital divide. Mr. Eisner previously served as Senior Vice President at Fleishman-Hillard International Communications, specializing in corporate reputation and public affairs issues management. Mr. Eisner graduated from Stanford University.

### Karen Booth Adams

Mrs. Adams is a successful information technology and Internet services entrepreneur. She is Chairman/CEO of PoshTots.com, a luxury e-commerce site, which features children's furnishings created by artisans from around the world. Additionally, she was involved in the founding and/or management of a number of Richmond-based companies, including Computer Professionals, Inc., Teckna (acquired by iXL), and Fahrenheit Technology. Mrs. Adams is a graduate of the University of Virginia.

## Jane Norwood Kusiak



Ms. Kusiak is a leader in health policy analysis and development in Virginia. She has served as Executive Director of the Virginia General Assembly's Joint Commission on Health Care and as Deputy Director of its House Appropriations Committee. Ms. Kusiak is a former recipient of the Outstanding Woman in Government Award from the Metropolitan Richmond YWCA. She earned her bachelor's degree in hospital administration from Ithaca College and a Master of Arts from St. Louis University.

## James G. Nuckolls, M.D.

Dr. Nuckolls serves as Secretary/Treasurer of the Board. He is an internist from Galax, Virginia and CEO of Blue Ridge Primary Care. He has served as President of the American Society of Internal Medicine and Chair of the Robert Wood Johnson Foundation's Initiatives to Expand Care for Underserved Americans. Dr. Nuckolls is also a faculty member of both the University of Virginia and Duke Schools of Medicine. He is a graduate of Davidson College and Duke University Medical School.

## Deborah D. Oswalt



Ms. Oswalt is Executive Director of the Virginia Health Care Foundation. She has spearheaded a number of groundbreaking initiatives, including The Pharmacy Connection and SeniorNavigator.com. She served as Deputy Secretary of Health and Human Resources for Governors Baliles and Wilder, and practiced law for several years. Ms. Oswalt is a graduate of the Virginia Executive Institute and Leadership Metro Richmond. She earned her bachelor's degree from Franklin and Marshall College and her law degree from Rutgers University School of Law - Camden.

---

## Deborah L. Frett



Ms. Frett serves as Executive Director of SeniorNavigator.com, a not-for-profit Internet organization designed to link seniors, their families, and caregivers with community-based health and aging information. Ms. Frett's background includes more than 20 years of executive and management experience in health care data, information, education, and customer service. Most recently she served as Chief Operating Officer of Health Forum, a \$29 million for-profit subsidiary of the American Hospital Association (AHA). She also has held positions as President of Healthcare InfoSource and Vice President of Data and Information Business Group, both also affiliated with the AHA. She is a member of the American Management Association and American and Virginia Societies of Association Executives. Ms. Frett is a Magna Cum Laude graduate of Quincy College where she earned her Bachelor of Arts degree.

[www.SeniorNavigator.com](http://www.SeniorNavigator.com)<sup>SM</sup>

MAIN STREET CENTRE  
Tel: 804/827-1280

600 East Main Street  
E: 804/827-1281

Suite 360

Richmond, Virginia 23219