

**SUGGESTED MODERATOR'S GUIDE**  
**“Innovative Employer Caregiving Programs”**  
**September 17, 2008**

**Introduction**

President Bush announced the New Freedom Initiative (NFI) on February 1, 2001, as part of a nationwide effort to remove barriers to community living for people with disabilities. In conjunction with the NFI Subcommittee on Caregiving, the Centers for Medicare and Medicaid Services (CMS) presents a series of Caregiver Broadcasts to support and highlight resources for people with disabilities and those who care for them. These broadcasts represent the efforts of a partnership of government agencies reaching out to identify successful programs helping caregivers in the public, private, and voluntary sectors. In this particular broadcast efforts were made to work with employers and other organizations providing helpful services to employed caregivers.

**Facilitators**

The following questions are offered to facilitate discussion among viewers. You may choose to modify or supplement them based on your particular audience's needs. Hopefully, the “Pre-Broadcast” questions will help set a context for the broadcast and provide participants with an overview of caregiver issues. The “Post-Broadcast” may stimulate an exchange of ideas and/or collaborations to help the caregivers access services.

You may want to invite your viewers to bring their organization's publications for sharing with other viewers on a resource table. There is a resource list on the registration website [www.blsm meetings.net/caregivers](http://www.blsm meetings.net/caregivers) under “Online Resources” that will provide additional information about caregiving. Please print copies to share with your partners. You may also consider ordering CMS' caregiver publications *Medicare Basics: A Guide for Families and Friends of People with Medicare* (11034) and *When Employees Become Caregivers: A Manager's Workbook* (11035). Information on how to order these publications is located on the resource list.

Also, since this is the fourth satellite broadcast on caregiving, this is an opportunity to follow-up with partners that viewed the first three broadcasts as well as reaching out to new partners in the community who can most benefit from this topic.

Talking points:

- There are over 44 million caregivers in the U.S. or an estimated 21% of all U.S. households provide care for an adult family member or friend 18 and older.
- 60% of Caregivers work.
- The total estimated costs to employers for full-time employed caregivers is almost \$34 billion per year.
- These facts make a sound business case for how vital it is to reach employed caregivers in the workplace with good programs to provide information on services and programs to help caregivers.

### **I. Pre-broadcast Questions:**

**This is a good time to have everyone introduce themselves.** You may choose to have separate sessions with caregivers and organizations and then bring them together to go over both parties responses. You may also provide a copy of these questions to the viewers as they arrive to help further engage them in discussion.

Caregiver Questions:

1. Who is an employed caregiver?
2. What are the pressing needs/concerns/obstacles facing employed caregivers?
3. What can employers do to address some of these concerns?

Organization Questions:

1. What would it take to provide a viable caregiving program in the workplace?
2. How much do you estimate employers lose in productivity due to caregiving needs of their employees?
3. What assistance does your organization offer to your employed caregivers?

### **II. Post Broadcast Questions:**

Having heard about current programs and efforts to support employed caregivers, let's discuss how this information may be useful and what information or services you need.

Caregiver Questions:

1. Do you think your workplace could accommodate a caregiving program based on the models discussed on the broadcast? What models, or elements of the models presented, do you think could be integrated at your place of work?
2. How could you work with your employer to integrate some aspect of caregiving support?
3. What community services would lend support to a caregiving program in the workplace?

Organization Questions:

1. What concerns would your organization have in considering caregiving programs/support similar to the ones presented today? What information (facts) could be brought to bear to make the “business case” for having this type of support for employed caregivers? (e.g. retention of employees, attracting quality workers, etc)
2. What resources in the community could your organization work with to offer assistance to your employed caregivers?
3. How could such a program be marketed to employers?

Closing:

- We hope this has been helpful in better understanding the employed caregiver and some services that assist them. In addition, we hope this broadcast and our discussion have provided some ideas and insights on how we can work together. Thank you for your interest. For additional information, please go to [www.medicare.gov](http://www.medicare.gov)
- **Moderator- Prior to the Broadcast, please go to [www.blsmeetings.net/caregivers](http://www.blsmeetings.net/caregivers) under “Online Resources” and print hardcopies of the survey to give to the viewers. Please have them fill these out prior to leaving your location. The surveys should be mailed to:**

Centers for Medicare and Medicaid Services  
7500 Security Blvd.  
Baltimore, MD 21241  
Attn: Spencer Schron  
Mailstop: S1-05-06

**Future Broadcast:**

**This is the fourth in a series of Caregiver Broadcasts and we hope to have additional programs. Please check back in the near future for more information.**

**To view past broadcasts, please visit <http://videocast.nih.gov/> click on “Past Events” then click “Most Recent VideoCasts” search for the past broadcast you would like to view, and once located, click on “play video.”**

**Thank you for your interest and support.**