



CASE STUDY

Enhancing the Caregiver's Capacity to Care



Client Profile

Partners on the Path, LLC (Partners) is a start-up company that offers stress management products and services for caregivers. Its mission is centered on easing the day to day stress of both professional and family caregivers to ultimately increase their capacity to care for their patients, friends, or family members. Partner's services also work to decrease the costs that companies incur as a result of the tremendous and increasing stress of its caregiver employees.

The Project

The aging U.S. population and an increase in healthcare costs are causing more and more family members to care for aging or ill loved ones in the home, causing a significant amount of stress for the family caregivers. In addition, professional caregivers must deal with the daily toll of being understaffed and overworked. As a result, businesses are seeing an increase in costs from employees caring for family members at home while healthcare organizations are experiencing high turnover rates from stressed-out employees. Partners engaged Fox Management Consulting (Fox MC) to address these problems and develop a business plan that would give Partners the direction needed to develop its products, operate a scalable and sustainable business plan, and provide much-needed aid to caregivers.

Recommendations

Fox MC presented four key recommendations to Partners:

- Adapt existing website to provide more dynamic content and allow a forum for customers to interact with fellow caregivers and Partners-provided experts.
- Adapt existing products for continuing education use for professional caregivers.
- Partner with Employee Assistance Provider (EAP) programs to sell counseling services.

Partners should also raise awareness of the caregiver stress problem and available Partners products and services that can solve these issues by implementing the marketing plan developed by Fox MC. The marketing plan will also work to enhance Partners' brand image, increase traffic to the website, and expand awareness of the company's continuing education products.