



THE CERTIFIED CONSULTANT BUSINESS OPPORTUNITY FOR EXPERIENCED CONSULTANTS



THE CAREWISETM SOLUTIONS

CERTIFIED
CONSULTANT PROGRAM

CAREWISE™ SOLUTIONS

CERTIFICATION FOR CONSULTANTS

LET'S CHECKOUT THE OPPORTUNITY

What is This Opportunity?

Your decision to become a CareWise™ Solutions Certified Consultant begins with this outline.

For most consultants, this is a new area of opportunity... unless you are already a Caregiver (perhaps caring for an aged relative for example).

So here are the basics to get you started!

In this outline CareWise introduces you to the information-rich area of Caregiving – and also to the emerging area of intersection between Employee-Caregivers and employment.... The challenges and the solutions.

It gives you some of the basic information, helps you to understand what this can mean for your consultancy services, and provides links to more information.

Many of the benefits for your consulting business are listed here (and expanded on during the certification program). You will see it's a long list.

CareWise Solutions respects your capabilities as an experienced consultant and provides the Ecosystem, the Certified Consultant network and brand and various support services. The rest is up to you to apply and adapt these to your clients based on your experiences.

If your decision is to apply for certification then it provides you with the link to this process.

It's a process... and we help at each step long the way. Just ask!

CAREWISE™ SOLUTIONS

- 01 The company name is CareWise Solutions, Inc. which is a for-profit corporation.
- 02 CareWise™ Solutions refers to Branding rights to all resources provided to consultants
- 03 The information, services and resources combined are what we CareWise™ Solutions Certified Consultants have full access to these resources.
- 04 We are offering outreach to attract a diverse and inclusion based consultant team
- 05 We reserve the right to terminate consultant relationships at any time

WHO IS THIS CERTIFIED CONSULTANT OPPORTUNITY FOR?

WHAT IS YOUR AREA OF SPECIALIZATION?



Business Management



IT (Software solutions Development and Deployment)



Human Resources (HR)



Career Transition.



Benefits



Recruitment



Business Strategy



Employee assistance Services (EAS)



Corporate Training/ Training & Development Services & Programs



Remuneration



Financial/Investment



Marketing

And Many Others...

WHO CAN OBTAIN CERTIFICATION?

Only individuals can become Certified CareWise™ Solutions Consultants.

Businesses can sponsor their employees and can market the fact that they employ CareWise™ Solutions Certified Consultants. In future we may also provide a category of certification for businesses.

For example, many corporates may sponsor one or more of their HR personnel to complete CareWise™ Solutions Certified Consultant training.

This is a strong marketing position for CareWise™ Solutions employers and sends a clear message to employees, future employees and customers that the organization is serious about best practice solutions.

Read on and you will find that this Outline provides you with preliminary information so you can have an understanding of not only WHY there is a CareWise™ Solutions Ecosystem, but HOW it provides you with unique consulting opportunities.

WHAT ARE THE DRIVERS?

THE STARTING POINT? THE HARVARD "CARING COMPANY" REPORT

"American companies are facing a caregiving crisis—they just refuse to acknowledge it. Rising health care and professional caregiving costs and changing demographics over the past few decades have put great pressure on American employees as they try to balance work and care responsibilities. Yet many employers remain largely oblivious to the growing costs of this hidden "care economy"—costs that hurt employers and employees alike".



Remember These Numbers

43 Million

40% of every workforce

72% will be caregivers

you will meet them Later...

As an experienced consultant, perhaps you are already checking out The Caring Company link to discover what is going on here!

As you read The Caring Company report, consider these questions...

- 01 Who is Caregiver?
- 02 What Caregiving crisis?
- 03 Who is an Employee-Caregiver?
- 04 What does the crisis mean for employers?
- 05 What does this mean for my business? And How can my consultancy services address these opportunities?

LET'S EXPLAIN

Maybe you are beginning to appreciate the rich motherlode of consulting opportunities that are in front of you as employers become aware of some of the implications for their business of the Employee-Caregiver challenges? (example).

They impact every corner of every business... Including strategy, policy, cultural, operations, technology, customer service and especially human resource challenges including recruitment, retention, benefits, performance and employment innovation! example).

We believe that the Harvard Report clearly shows just what a major issue the Caregiver crisis is for US businesses and for Employee-Caregivers, but it stops short of addressing the actions that employers can take in safeguarding their businesses from this crisis.

This is where CareWise comes to the rescue with its CareWise™ Solutions programs, information, understanding and action resources.

While these are aimed at employers, Employee-Caregivers and anyone else who is part of this Ecosystem, they are especially relevant for Certified Consultants who are looking to find their niche market providing CareWise™ services for employers and/or Employee-Caregivers.

The Field is Wide Open Now For You!

WHAT DOES THE CAREWISE™ SOLUTIONS OPPORTUNITY MEAN FOR YOUR BUSINESS?

We understand that terms like “unique” are used frequently... but as you read on, we are confident you will understand that it is an understatement in this case! .

The CareWise™ Solutions Ecosystem IS unique! We are at the cutting edge of supporting employers and Employee-Caregivers to address the challenges, their impacts and solutions.

So, as an experienced and successful consultant you have already established your reputation and “presence” with your clients! They will open the door to you when you come knocking with the CareWise™ Solutions story!

The respect you have established works for you as you begin the discussions that are needed to build client understanding of the Employer and Employee-Caregiver challenges that each business is facing. By using your consulting skills and experience you are well placed to create a CareWise™ Solutions road map with each client as you explore the implications for their business.

01

For example, maybe you know that a respected senior manager is on the verge of resignation because her Employee-Caregiver dual role demands have not been recognized or acted on by the C Suite colleagues. These resignations are avoidable and terribly destructive for most businesses if not addressed! Here is an entry point for Certified Consultants! The answers lie in the CareWise™ Solutions Ecosystem, combined with your experience

02

OR... HR can't answer the questions "How many Employee-Caregivers do we have on the books? What are their challenges? What are we doing to address these challenges? What benefits work best for them? What can we do to retain our best employees as they become Employee-Caregivers?" For many organizations this is an important starting point for targeted CareWise™ Solutions action. We have the solutions; you have the capabilities to apply them.

ARE YOU EXCITED ABOUT NEW SERVICES, PROGRAMS, RESOURCES & MARKETS FOR YOUR BUSINESS?

There are so many CareWise™ Solutions entry points for experienced consultants!

Being a certified CareWise™ Solutions Consultant opens new opportunities and markets built on your current foundations.

The CareWise™ Solutions Ecosystem is especially relevant for leveraging your good reputation and relationship with clients. It...

- 01 Opens the opportunity for additional business lines across all industry sectors.
- 02 Provides new programs, services and products to build on, or expand your existing offerings.
- 03 Enables new marketing opportunities with existing and new clients – built on the CareWise™ Solutions programs, services and products.
- 04 Enables expansion of the client base and can open new markets with your clients.
- 05 Supports enhancement of your brand.

Essentially, we expect that CareWise™ Solutions Certified Consultants are very well placed to use the Ecosystem to open and build new revenue streams.

It's a win for Consultants and for clients!

SO... WHAT ARE THE OPPORTUNITIES?

MAYBE WE CAN START WITH THESE EXAMPLES?

The CareWise™ business opportunities may include (Outlined here and expanded in the separate Certified Consultant Manual):

- 01 Identifying client CareWise™ Solutions needs/opportunities e.g. Developing and implementing employee surveys and information gathering and sharing – Working with HR for outstanding insights into each client's business.
- 02 Introducing CareWise™ Business Planning and Policy development.
- 03 Identifying what it means for your clients to become CareWise™ .
- 04 Addressing workplace CareWise™ culture change.
- 05 Assisting clients to build CareWise™ Systems.
- 06 Identifying and promoting CareWise™ technologies for clients
- 07 Offering CareWise™ employment, recruitment, EAP solutions
- 08 Assisting clients build the CareWise™ Ecosystem (The Way We Work, Live and Care) infrastructure.
- 09 Receiving priority access to CareWise™ specialized information, understanding and action documents:
- 10 Implementing mobile workforce CareWise™ Solutions for the attraction and retention of a modern workforce

Of course, we don't give all our secrets away here. An expanded list is included in the separate Certified Consultant Manual and forms an important part of the Consultant Certification Program)



WHY ARE THESE NUMBERS IMPORTANT FOR YOUR BUSINESS?

The numbers are the drivers and the opportunity to consider becoming a CareWise™ Solutions Certified Consultant.

43 Million

The research into the extent of the Caregiver crisis for employers in the USA conducted by AARP and others tells us that an estimated 42M+ employees in the USA come to work each day with caregiver responsibilities at home that are very difficult to turn off as they walk out the door.

Maybe you are one of them... It is very likely that some of your colleagues or your employers are?

72% +

We also know that more than 72%+ of all employees can expect to have Caregiver responsibilities at some time during their working life!

So, the odds are that if you aren't already caring for your aged mom or dad, another relative or maybe a neighbor, or child... then at some time you probably will be.... And you will probably still be in the workforce!

~~24%~~ **40%**

40% is the approximate percentage of employees in each US business who currently have Dual Employment Responsibilities!

WHAT ARE DUAL EMPLOYMENT RESPONSIBILITIES?

So - right now in US businesses of all shapes and sizes, 24%+ of employees work on the job as an Employee-Caregiver and then go home to work as a Caregiver... Double stress!

For Employee-Caregivers it means emotional, health and financial challenges... family issues over care, finances, treatment and longer-term options, doctor visits, arrangements with professional Caregiver service providers and government agencies, late for work, called home for emergencies, feeling unable to contribute fully at work, looking to quit the job, employers not aware or supportive ... the list goes on.

It feels like a lot more than a dual role for many of these Caregivers, as they juggle everything! Often unsuccessfully.



WHO ARE CAREWISE™ CONSULTANTS

- 01 CareWise™ Solutions Certified Consultant is an experienced consultant who recognizes the business opportunities presented by the CareWise™ Ecosystem.
- 02 They must meet the CareWise™ Solutions Consultant Certification requirements.
- 03 BTW, CareWise certifies individuals as CareWise™ Solutions Consultants... and not organizations. Perhaps we will consider this evolution later!



WHAT DOES CONSULTANT CERTIFICATION MEAN?

Following CareWise™ Solutions Certification, CareWise™ Consultants are:

- 01 Trained in the use of the CareWise™ programs and resources and licensed to use them
- 02 Licensed to display the CareWise™ Certified Consultant logo
- 03 Able to participate in and benefit from CareWise™ Solutions marketing programs
- 04 Able to access specialist CareWise™ technical and peer support from the expanding and diverse Certified Consultant network
- 05 First to be informed of new CareWise™ Solutions developments, programs and resources



CareWise™ Wellness, Work & Family Care ...

Building a Caring Employment Experience

“ Let’s shift our mindset, managing a work environment with intensive care challenges is the future of work. All employers and employees will be influencing ways for the healthcare system to meet the longevity-based care needs in the home. Collectively we will be eliminating the notion that employed people will continue to experience heightened conflicts of work and care on average 5.5 years of caregiving for the next 30 years.

Every healthcare institution will be building the capabilities of their own workforce to serve the high quality of life and care expectations of corporations, a vocal baby boomer generation and their employed families are raising their voices.

We are building a new way of doing things, this will not be easy or overnight, In time, we will appreciate the progress made and improvement in our jobs, lives and family...learning to work and care naturally.”

Jeannette Galvanek, CEO of CareWise Solutions Org™



Employer and Employee Membership

- Caring Place Hub Employee Membership
 - Free Membership for Family
 - Navigation to 50+ Resources
 - Support Groups - Access
 - Stories-Learning & Telling
 - Blogs
 - Free University Courses
 - Free Caregiving App Downloads
- Learning Programs- Employment and Caregiving
- Employee Caregiving Guide
- Newsletter

Team Leader

Prerequisite: Employee Membership

- Wellness, Work and Care Beliefs Guide
- Caring Place Implementation
- Videos, Posters, Reward Certificates
- The Future of Work
- Team Implementation Plan
- Team Leadership- Monthly Action Series

Human Resources Professionals

Prerequisite-Employee Membership

- Leadership Launch and Communications
- Workforce Development Programs- (10 Modules)
- EAP Certification Programs
- Policies Surveys and Data
- Leadership Collaboratives

Healthcare Professionals

Prerequisite-Employee Membership

- Healthcare Team Education
- Healthcare Burnout Prevention
- Healthcare/Patient/Family Discussions
- Executive Collaboratives

CareWise Solutions Org is a
Non-Profit, 501 (c) (3) Foundation, Female Owned Business
Donations are Appreciated

WHAT ARE THE BENEFITS FOR CONSULTANTS?

Being a Certified CareWise™ consultant means additional business benefits including:

01

Opportunities to attract a broader range of clients through the comprehensive range of CareWise™ Information, Understanding and Action resources.

02

Opportunities to link to LifeWorkx Inc.- the for-profit arm with referrals of website contacts by LifeWorkx... AND CareWise™ Solutions the not-for-profit organization that provides opportunities to jointly tender for government and similar grants as they become available.

Enhanced credibility through the “reach” and “capability” of your organization by its participation in the CareWise™ Solutions national network. This is very attractive to larger organizations who look for national partners for their solutions. This alone opens the door to potentially substantial projects across company locations... especially those looking for local service provision by large consultancies.

- 04 Enhanced "reach" and "presence" with your Consultant profile added to LifeWorkx website, use of the CareWise™ Solutions logo and extending your consultant network.
- 05 Promote your CareWise™ Solutions success stories on the LifeWorkx website and on social media.
- 06 Access CareWise™ Solutions social media coverage opportunities.
- 07 Access to specialized LifeWorkx personnel to support your programs – and Certified Consultants in your network who add capability.
- 08 Access to proprietary LifeWorkx and CareWise™ Solutions data.
- 09 Professional recognition through the CareWise™ Solutions brand connection.
- 10 Many others that we introduce in the Certified Consultant Program

HOW DO I ACCESS THE CAREWISE™ CERTIFICATION OPPORTUNITY?

WHAT IS THE COST?

CareWise Solutions adopts a professional approach to the certification, registration and support of its qualified consultants... Because this is a unique opportunity to be a leader in this rapidly emerging area of CareWise™ Solutions for all businesses ... and for more than 43M employee-caregivers,

This adds value to the brand and means that only experienced and capable consultants who have completed the application and certification process can access the full range of CareWise™ Solutions resources and services and market their services as CareWise™ Solutions Certified Consultants... with the associated branding.

To support and develop the CareWise™ Solutions Certified Consultant brand, CareWise applies the following fees:



FEE	AMOUNT	COMMENTS
Initial Application Processing Fee.		
Application Processing Fee	\$ 250	<ul style="list-style-type: none"> 01 This accompanies the written application on the official Certified Consultant Application form. 02 It covers the professional and administrative costs to process each application. 03 Non-refundable.
INITIAL REGISTRATION & CERTIFICATION FEES		
Annual Certified Consultant Registration Fee	\$ 3000*	<ul style="list-style-type: none"> 01 \$ 3,000 payable on CareWise approval of the Application and signing of the Certified Consultant Agreement. 02 Non-refundable
Certification Program (3-Day Residential Group Program)	\$ 4000* (plus Accomodation, Meals)	<ul style="list-style-type: none"> 01 \$2,000 (50%) payable on CareWise approval of the Application and signing of the Certified Consultant Agreement (Non-refundable). Program commencement (Non -refundable). 02 03 Mandatory program for certification. 04 Includes Consultant Manual plus program resources. 03 Discounted access to CareWise™ Solutions store.
ANNUAL REGISTRATION FEES		
Annual Registration Renewal Fee	\$ 2500*	<ul style="list-style-type: none"> 01 Invoiced 1 month prior to the annual anniversary registration date. 02 Payable on or before the annual anniversary. 03 Certified Consultant must advise LifeWorkx if renewal is not required. 04 Non-renewal requires the Certified Consultant to cease marketing as a CareWise™ Solutions Certified Consultant and to remove all CareWise™ Solutions references such as trademarks, logos and links from the website and all future consulting material. Effective from the anniversary of Registration.

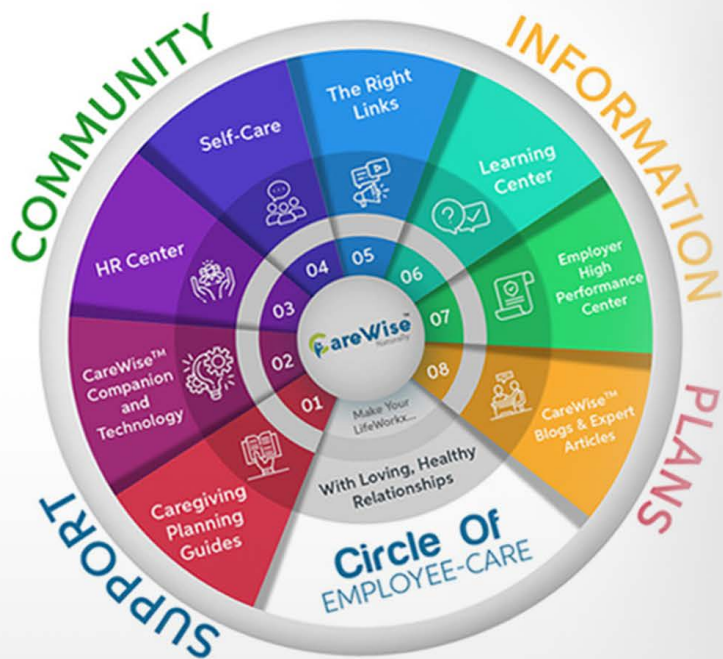
NOTES:

- 01 All payments are plus tax where applicable.
- 02 Payments are non-refundable, except where this contravenes applicable law.
- 03 The annual Registration Fee includes quarterly required Zoom group online professional and networking conversations.
- 04 These are intended for Consultants to remain current with CareWise™ Solutions resources and client solutions, to share ideas, experiences, to build inter-company, interdisciplinary CareWise relationships and review customers' needs and successes.
- 05 It is proposed that Certified Consultants participate at least 2x a year with each conversation being 2-3 hours maximum.
- 06 These will be advised in advance and the prior reading resources distributed at least 10 days prior to the online conference.
- 07 Other Certified Consultant professional support processes may be introduced, including but not limited to:
 - Structured small group processes to address key CareWise™ client challenges.
 - A CareWise Client Innovation Program Conference (annual) structured as a hands-on approach, and continuous learning cycle leading to a new program, products/services development to address client feedback, listen to each other, spot trends, address collaboration across their businesses for better solutions and open opportunities such as collaborative grant or funding applications and bring key people together for a customer-specific solution.
- 08 Other Certified Consultant professional support processes may be introduced, including but not limited to:



WHAT DO WE MEAN BY CAREWISE™ SOLUTIONS

- 01 Your starting point is to download The Certified Consultant Application Process & Preliminary Checklist from CareWiseSolutions.com to become-a-consultant.
- 02 This is a self-assessment tool to help you consider the opportunity.
- 03 After you read this document, and if the opportunity looks right for you, then...
- 04 Download the Consultant Application Form from the web site



WE HELP EMPLOYERS

- ☛ Determine the right employee-caregiving workforce plan
- ☛ Engage the total team in work & care intensive conditions
- ☛ Train team leaders for better productivity and caring decisions
- ☛ Align HR policy, professionals and providers Carewise suppositions
- ☛ Respect family privacy, and identify care absenteeism risks
- ☛ Provide access to the right resources
- ☛ Measure corporate-wide wellness, work and care effectiveness