



Family Caregiver Directory & Resource Program

Put your Red Cross Family Caregiver Certification to work for you 24/7 through the Clinic Resource Group Family Caregiver Directory and Resource Program. This nationwide program promotes the American Red Cross Family Caregiver Program and its community providers.

Case Managers/Social Workers * Senior Service Providers * Consumers

The CRG Family Caregiver Directory is a national listing of authorized providers of the American Red Cross Family Caregiver Program organized through CRG. CRG is a national account for the Red Cross Family Caregiver Program certifying teachers across the country. Our directory is housed at Clinic Resource Group's two websites:

www.clinicresourcegroup.com and www.familycaregivernetwork.com. Our directory is promoted via our bi-monthly newsletter.

"Caregiver News"

Every other month AHA and Community Hospital case managers, social workers, senior service providers and consumers are updated on the American Red Cross Family Caregiver program through the CRG "Caregiver News". This unique newsletter highlights medical content, events and articles from national and local providers focusing on senior issues including caregiver support and wellness programs. The newsletter links back to our National Family Caregiver Directory. Every directory listing links to the local provider's website enabling providers, referral sites and families to connect around the country. It is delivered electronically and by providers.

Included in the program: CRG Marketing Resources

This package delivers collateral materials from our national providers including Red Cross, Medline, Wellness@Home, Philips and SeniorsResourceGuide.com for local field calls including:

- **Free CEU in-service programs **Most hospitals now require these type of programs**
- **Collaterals for Physician & Community Calls ** Includes Caregiver Newsletter**
- **Employer referral tools**
- **National partner programs/senior product specials/articles/events**

All collaterals are designed to collaborate with provider materials for field calls to hospitals, physicians, employers and community centers. Collaterals are updated throughout the year.

Pricing: Caregiver Directory Listing/Community Marketing Program - \$299.00 Annually

*****Directory program participation is limited by market/population/hospital base**