



## Who are We? A Fresh Approach: High Tech/High Touch

**WHO WE ARE:** SeniorNavigator is a free, statewide public-service, non-profit, whose mission is to provide comprehensive health and aging information to seniors and their caregivers, supporting independence, confidentiality, dignity and quality of life. It combines the best practices of community-building and information technology, providing information about over 18,500 public and private local programs and services.

**ADDRESSING THE NEEDS :** Over 1,000 individuals participated in focus groups and community steering committees to ensure that this site would truly address the needs of seniors, their family members, caregivers, and the aging network. What were consumers looking for? A safe and confidential online environment where they could easily find the answers about their health and aging concerns and also find a comprehensive listing of available local resources for medical, long-term care, legal, financial, and housing services. *SeniorNavigator* responded by developing a noncommercial site where consumers can conduct an integrated search and find information and local services all in one place. It is credentialed by "Health on the Net" to protect the privacy of the consumer and ensure that information is current and reliable. SeniorNavigator meets the needs of the entire aging population regardless of race, income level or locality within the state through its community access network. SeniorNavigator Centers serve as community access points for individuals without Internet capabilities. Through these community partnerships, SeniorNavigator provides promotional materials and trains volunteers who assist seniors and caregivers in finding the health and aging information they so critically need.



**HIGH TECH:** The technology component is a consumer friendly website with:

- An in-depth database, detailing over 18,500 local services, presented in a variety of styles, and consolidated into one easy access point –a unique and valuable service to Virginians;
- Hundreds of informative articles that empower consumers to make decisions;
- "Ask an Expert", where consumers can confidentially ask questions to one of our 31 volunteer specialists;
- A "Community Calendar", which provides information on everything from health and fitness programs to educational workshops;
- "My Neighborhood", where visitors can participate in neighbor to neighbor discussions; and
- "Things You Should Know", which features time-sensitive health or aging-related information.



### **HIGH TOUCH:** The human touch is provided by:

- 131 SeniorNavigator Centers, established in partnership with community senior centers and meal sites, libraries, hospitals, police stations and churches, where volunteers help Virginia's seniors find nursing home placement, support groups, transportation, answers to Medicare questions and more. The number of SeniorNavigator Centers continues to grow as new Centers request training as a way to bridge the digital divide and provide access to information for those who might not otherwise be reached.
- The **Ask an Expert** feature on SeniorNavigator.com gives Virginians a chance to receive personal one-on-one attention to address any concerns they may have related to health and aging. **Ask an Expert** is powered by thirty one subject matter experts who volunteer their time to help people in need find comfort, resolution and answers. The expert panel consists of: nurses, financial consultants, social workers, lawyers, geriatricians, a caregiver advocate, an occupation therapist, a regulatory specialist and a physician assistant.

### **A BRIEF LOOK AT OUR SUCCESS:**

- Over 18,500 current public and private programs and services listed in database
- Over 27,000 visitors per month
- Over 35 minutes average visit length, well over industry standards
- 131 SeniorNavigator Centers serve as community access points across the state
- Over 9,000 professionals and volunteers trained to serve as SeniorNavigators
- 17 Statewide and national partners
- 13 Hospital and health system community sponsors
- Endorsed by 13 leading health and aging organizations
- 7 National and Statewide awards recognizing outstanding technology achievement and positive impact on improving the quality of life for older adults

### **PUBLIC/PRIVATE PARTNERSHIP:**

Nearly 150 organizations, corporate, non-profit, and government—from technology companies to health care systems, foundations to state agencies, senior centers to libraries—are working together to make SeniorNavigator a great collaborative success. One of them could be you. Contact SeniorNavigator today, to discover the value we bring to our partnerships.

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