



GIVE ELDERLY CAREGIVERS A VOICE THAT COUNTS

Empowering families and enhancing older adult care in America.

GeriScope provides elderly caregiving products and services to educate consumers, professionals, businesses, and community organizations on how to manage the most common older adult aging and end-of-life challenges, advocate for support, and make plans for the future.

Just as the book ***What to Expect When You're Expecting*** prepares new parents for every stage of pregnancy, GeriScope Guides equip families for the common challenges of caring for an elderly loved one.



www.GeriScope.com





Cindy Davis

Founder, Author, and Speaker

You don't need another internet search or AI summary. You need someone who's lived it—who's sat in waiting rooms, filled the pillbox, negotiated with insurance companies, and still had to get up for work the next day.

Like most elderly caregivers, Cindy Davis plan for it. What began as quick visits to check in on her parents slowly turned into managing every part of their lives—groceries, bills, medications, transportation, hospital stays, and eventually end-of-life. When she searched for guidance, all she found was jargon, red tape, and overwhelm.

Out of that experience came **Geriscope**, a platform designed to help family caregivers, healthcare professionals, and organizations navigate the non-medical realities of aging and end-of-life care. Geriscope bridges the gap between **what happens at home** and **what the healthcare system sees**, providing tools, guides, and education to make older adult care more coordinated, compassionate, and sustainable.

Cindy's professional background spans healthcare, technology, and finance. As Chief Revenue Officer and Consultant for MyDirectives, she worked with clinicians, Medicare Advantage plans, and post-acute care providers to integrate digital advance-care-planning solutions that align medical decisions with patient goals. Earlier in her career, she financed senior-living projects, gaining firsthand insight into the housing, workforce, and policy challenges of an aging population.

Her academic foundation—a **B.A. in Pre-Medicine from Dartmouth College** and an **M.B.A. from UCLA Anderson School of Management**—gave her the analytical tools to translate complex systems into clear, actionable strategies. Her lived experience as a caregiver gave her the empathy and determination to put those skills to work for families like hers.

Today, Cindy speaks, writes, and consults on **"The Unspoken STRAIN"**—the hidden burden of caring for aging parents, spouses, and loved ones within a fragmented healthcare system while juggling kids and career. Through **Geriscope's digital guides, seminars, and professional programs**, she helps families, healthcare providers, and employers recognize how senior care reshapes daily life and offers practical tools to manage it. Think of it as **What to Expect When You're Expecting**—for the other end of life. Her work exposes blind spots beyond medical, legal, and financial issues—helping caregivers feel more competent and courageous, and care teams deliver support that fits the person, not just the diagnosis.

What is GeriScope?

You're in the rough seas of elderly caregiving—trying to stay afloat through appointments, medications, and daily demands. The overwhelming waves come faster than you can catch your breath. That's when you reach for a GeriScope.

Like a periscope in deep water, a GeriScope gives perspective on what's going on and what's ahead—the common challenges caregivers most often face and doctors are most often asked about: when to stop driving, how to downsize belongings, is it time to move or renovate, who to trust for help, how to talk about end-of-life wishes, what to do in a crisis, should you consider hospice care, what happens after death, and how to process loss of loved one.

GeriScope brings these moments into focus. For family caregivers, you can download digital guides for where you are in the journey and what's coming next. And for healthcare providers, you can share these same guides with patients and families—helping them chart their path through the challenges that fall outside medical care but shape every outcome.

What Does GeriScope Mean?

"Geri" comes from geriatric—the stage of life when independence fades and daily life takes more coordination, care, and courage.

"Scope" means to see—to step back, spot the patterns, and understand what's really going on.

Together, they form GeriScope—a way to see the real-world challenges of growing older and the support it takes to live well.



Our Mission

You're caring for someone who once cared for you. It's hard to know what to ask, what to expect, or what comes next. GeriScope helps you make sense of it all—turning research, real experience, and practical tools into guidance you can use right now. We show you how to communicate what's happening at home so healthcare teams can respond with the right support.

Our Vision

We're helping to build a reality where family caregivers walk into appointments prepared, confident, and heard. Healthcare teams listen, respond, and collaborate. Older adults receive care that fits their needs and values. The system works because everyone finally speaks the same language of care.



Who's Living "The Unspoken STRAIN"?

Here are some key statistics. Contact us to identify additional elderly caregiving statistics.

- The number of older adult caregivers in the U.S. continues to grow from an estimated 40 million, or 17% of the adult population in 2015, to **59 million, or 23% of the population in 2025.**^[A]
- The average caregiver is **51**, supporting a **70-year-old senior about 27 hours a week over five and a half years**—helping with bathing, dressing, meals, medications, rides, and bills—while **70% also work.**^[A]
- An estimated **82% of people between 30 and 40 years of age likely members of the sandwich generation.**^[B]
- Alongside **17 million sandwich-generation** adults, are up to **5.4 million caregiving youth.**^[C]
- Informal caregivers support **77 million older adults.**^[A and E]
- Unpaid family care is a cornerstone of American health—**\$2.5 trillion in 2025, up from \$1 trillion in 2015.**^[E] How we derived the national value: 59 million caregivers in 2025 providing an average of 27.4 hours/week equals about **84 billion hours annually.** Using median U.S. wages (\$20.83 in 2015; \$24.90 in 2020; \$29.90 in 2025) and multiplying hours by rates yields the estimated values.
- **Four in 10 seniors had a plan** for their care and **only 47% of caregivers have a plan** for their long-term care.^[A]

• ^[A]AARP & National Alliance for Caregiving (NAC), Caregiving in the US Research Report July 2025, May 2020, and June 2015.

• ^[B]Fuller, Joseph B., Manjari Raman, and Francis Hinterman, Hidden Workers: The Case for Caregivers, Accenture and Harvard Business School, October 2024.

• ^[C]Caregiving Youth Research Collaborative, October 2023, Report on Caregiving Youth in the U.S.: Progress and Opportunity.

• ^[D]Bureau of Labor Statistics.

• ^[E]GeriScope calculation based on industry statistics.



Testimonials

“When Cindy presented her GeriScope model to our audience of multigenerational women, they knew they had found a valuable resource. Her THRIVE webinar was one of our most well attended with more than a quarter of the participants staying for a lively Q&A discussion. We're working on a second one to dive deeper into popular topics.

~ Paula McLeod, Chair, Women of Dartmouth's THRIVE programs

“THANK YOU. So so helpful, both tactically and also in helping to alleviate this feeling of loneliness in navigating all of this PLUS frustration around how broken (or missing) the system is in helping families navigate this stage of life.

~ Lisa Cloitre, Webinar Participant

“We had a great response to the posting of Cindy's caregiver webinar. Of those who received our email, 65% opened it and 11% clicked through. The presentation was viewed by 20% of the recipients, which is great engagement.

~ Jeff Weitzman, Executive in Palo Alto

The Tools We Wish We Had When Care Began

GeriScope products and services include framework of the aging and end of life journey, digital guides, questionnaires, checklists, quizzes, infographics, videos, webinars, seminars, promotional materials, blog posts, content, and consulting services.

All designed to determine elderly person's level of dependence; to understand family caregiver and recipient demographic and psychographic characteristics; to select senior living options; to hire help and prevent scams; to discuss driving cessation, hospital emergencies and discharge, advance care, hospice and palliative care, and grief; and to organize moves, funerals, and final affairs.

GeriScope Guides



GeriScope Family Handouts



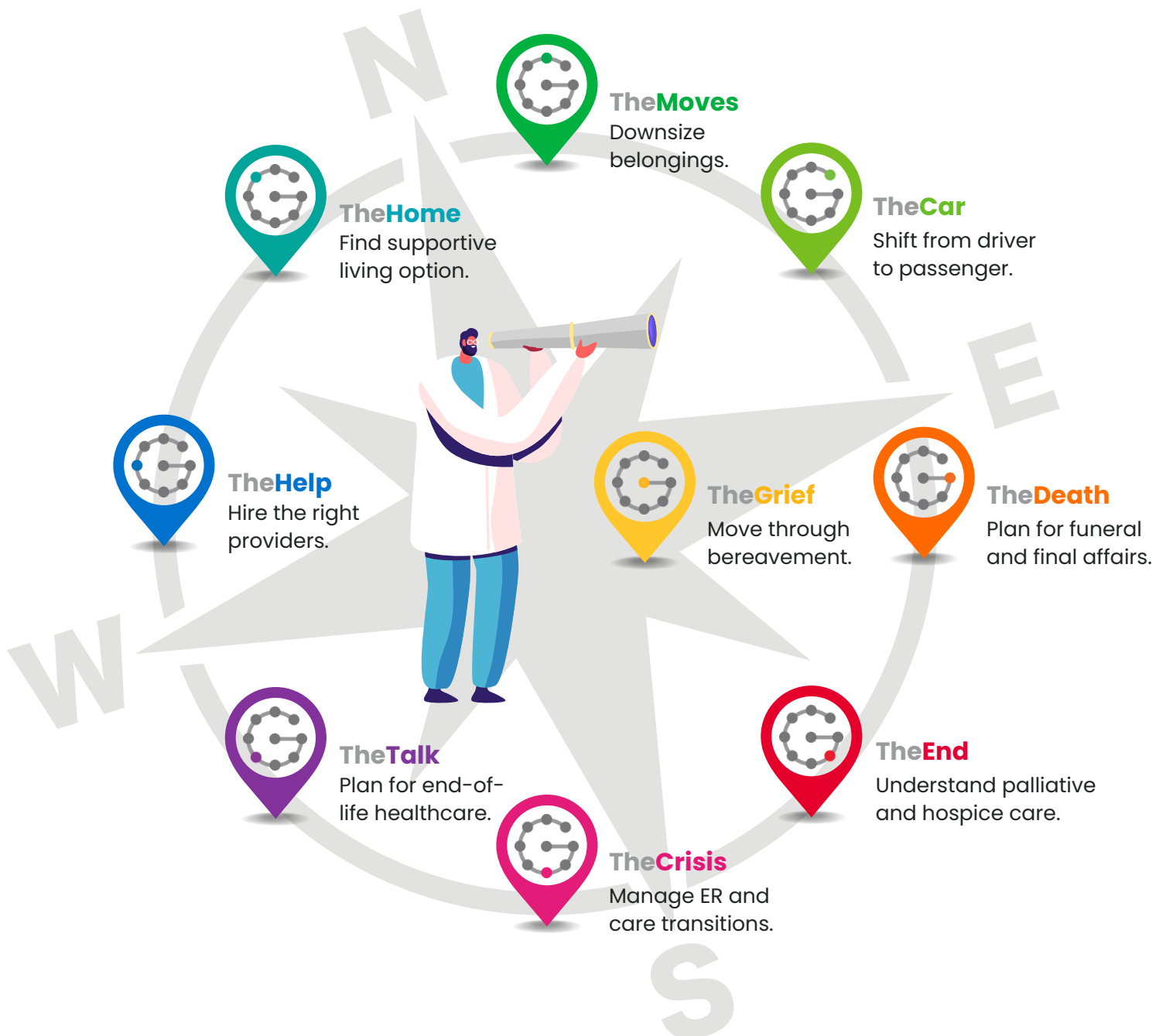
In the following pages, you'll find a snapshot of each GeriScope Guide that delivers practical, easy-to-use resources that prepare families for what's coming next, from driving decisions to end-of-life planning.



TheMap – Last Nine Chapters of Life

What To Expect In The Future?

Each older adult journey is unique in duration and challenges, but there are common events caregivers and their loved ones face. Geriscope's goal is to help families anticipate challenges, avoid obstacles, and make informed decisions, allowing them to maintain awareness of both the immediate issues and future transitions. Patients and families use The Map, The Compass, and The Guides to navigate life's last chapters.





TheCompass – Activities of Daily Living

A Way to Measure Their Loved One's Independence

A senior's quality of life is built on two sets of actions:

- **Activities of Daily Living (ADLs)**—personal care tasks like bathing, dressing, and eating.
- **Instrumental Activities of Daily Living (IADLs)**—everyday life skills including cooking, paying bills, and managing medications.

We introduce caregivers to ADLs and IADLs, explaining what each one entails, and share the Katz Index and Lawton-Brody Scale so they can see where a loved one may need extra support or when tasks like managing finances should shift to someone else.

Additionally, we recommend building an action plan with regular reviews, especially after a new diagnosis or hospital stay.

Family caregivers are best positioned to spot changes, share details with the medical team, and shape realistic goals of care because they spend significantly more time with their loved ones than will occur in an office visit.

These periodic ADL and IADL reviews also give family and friends a clearer view of their loved one's health trajectory, making it easier to prepare for what's ahead.



Families Ask, We Show.

- Are there tools to measure my loved one's independence so we know what's going on?
- Where is a list explaining the six Activities of Daily Living (ADLs), including what to watch for, why each one matters, and how to improve performance.
- Provide examples of the eight Instrumental Activities of Daily Living (IADLs), describe why they are important, and what families can do to help.
- How do ADLs and IADLs differ?
- How can we use ADLs and IADLs to show what type of assistance is needed?





Family Caregivers – The Elder Care Backbone

Who's Really Doing The Work

Family members who accompany seniors on appointments often see themselves as “just helping out,” but in reality they’ve stepped into the role of informal caregiver. Naming the role matters because it shows they’re not alone. Nearly 59 million Americans are traveling the same road. By understanding what unpaid and untrained caregiving really looks like, families can be more prepared, ask for support sooner, and manage both daily challenges and major life transitions with greater confidence.



Families Ask, We Show.

- What do I have in common with other senior caregivers?
- Who's typically receiving support?
- What types of ADL, IADL, nursing, and emotional care are they providing?
- How do chronic conditions influence longevity and family caregiving tenure?
- What are the physical, financial, and emotional impacts of this role?



TheCar – When Should They Stop Driving?

One Wrong Turn Can Change Everything

Driving means independence, but aging can make it dangerous, if not deadly. GeriScope allows caregivers to recognize when it's time to stop driving, what health issues impact safety, and how to find real alternatives so their loved one doesn't feel stranded.

Families Ask, We Show.

- What are the senior driving accident risks?
- How can we spot the warning signs of declining driving ability?
- How do vision, memory, and physical changes impact driving?
- Which strategies and adaptive tools extend driver independence?
- What is the reality about transportation alternatives and why are they limited?





The**Moves** – Downsizing Without the Stress

Too Much Stuff, Too Little Space. Where To Start?

Moving involves more than just packing—it's often about decluttering current home for safety or downsizing their loved one's belongings to fit into a family member's home or senior living community. GeriScope walks them through the entire moving process, from preparation to unpacking and preserving memories without being buried in stuff.



Families Ask, We Show.

- When is it time to consider a move for safety, lifestyle, or financial reasons?
- How do major life transitions signal that downsizing may be necessary?
- What are the steps from planning, prepping, packing, moving, and getting settled?
- How does the 5-box decluttering strategy (keep, store, trash, donate, sell) work?
- How can we honor memories while letting go of treasures?



The**Home** – Choosing the Right Living Option

The Right Home = The Right Care

A loved one's ADL and IADL capabilities determines the support they require. GeriScope lets caregivers match elder needs to the right living option for their current condition. From aging in place to assisted living or a nursing home, we provide a detailed side-by-side comparison so they can avoid choosing the wrong solution.

Families Ask, We Show.

- How do aging in place, independent living, assisted living, and nursing homes compare?
- Can ADLs and IADLs help us determine which option is the best fit?
- What are the true costs and benefits of senior housing?
- Which questions should I ask to evaluate quality before choosing a location?
- What financing options are available — Medicaid, VA benefits, or long-term care insurance?





TheHelp – Support Without Scams

The Right Aid From People They Can Trust

One bad hire can cost them thousands or put their loved one in danger. GeriScope summarizes the roles and responsibilities of the different types of healthcare providers so they can find the right professionals. We also address senior scam prevention.



Families Ask, We Show.

- How do we differentiate between medical specialties and roles—doctors, nurses, aides, therapists, and specialists?
- How do we pick a doctor to coordinate their care?
- What is the best way to build a strong senior support network?
- How can we avoid common senior scams?
- What should we ask to hire right the first time, every time?



TheTalk – Discussing the End of Life

The Conversation No One Wants to Have—But Must

No one wants to talk about death. But avoiding the conversation can leave families guessing when critical decisions need to be made and their loved one can no longer speak for themselves. GeriScope permits families to start the discussion now—so senior wishes are clear, legally documented (advance directives and power of attorney), and accessible when it matters most. Because talking early isn't just about planning—it's about peace of mind for them and for you.

Families Ask, We Show.

- Why is it urgent to have end-of-life conversations before an emergency?
- What's the best way to document and store choices?
- How does naming a healthcare advocate or surrogate benefit us?
- What are the key topics we need to discuss – medical treatments, pets, possessions?
- Are there barriers to advance care planning in underserved communities?





TheCrisis – Surviving the ER and What’s Next

ER Visits Are Terrifying—Be Prepared

Emergency room visits are scary—and the journey doesn’t stop there. What happens after? Rehab? A skilled nursing facility? Back home with assistance? Discharge options come at families fast. GeriScope shares wisdom on what to bring, what to ask, and explains the five most common recovery paths so they’re prepared to absorb information, push for the right care, and prevent a hospital return.



Families Ask, We Show.

- What do experienced caregivers bring to the ER and hospital for a smoother visit?
- What should I know about post-hospital recovery recommendations?
- What are the five most common hospital discharge pathways, and implications?
- Are there service differences between skilled nursing, rehab, and home health?
- How can we prevent readmission and ensure the best recovery?



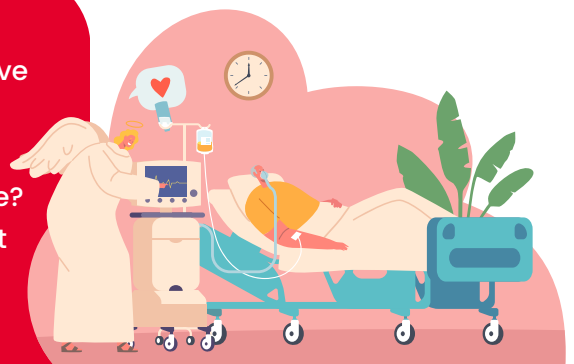
TheEnd – Heroic Measures or Comfort Care?

The Hardest Choice: Life Support or Letting Go?

Not all life-saving measures improve quality of life. Some cause more harm than good. GeriScope guides families through end-of-life options to make the right choice for their loved one depending on their current condition and prognosis for recovery.

Families Ask, We Show.

- What are the differences between hospice and palliative care?
- When should we explore palliative care?
- Which end-of-life services will we receive from hospice?
- How do historical racial and ethnic experiences impact end-of-life decisions?
- Does comfort care affect quality of life and provide a peaceful passing?





TheDeath – Honoring Their Wishes After They're Gone

Saying Goodbye: Funeral Planning and Final Affairs

Loss makes every decision harder—funeral planning, burial or cremation, organ donation. The last thing they want is confusion, stress, or family disagreements at an already painful time. GeriScope equips families to plan ahead, ensuring their wishes are clear, legally documented, and easy to find and follow. From selecting a final resting place to understanding funeral costs and required paperwork.



Families Ask, We Show.

- Why does pre-planning funeral arrangements reduce stress and confusion?
- What are the final resting place options – burial, cremation, and eco-friendly?
- Who protects us from overspending on funeral arrangements?
- What urgent matters must be handled in the first two weeks after death?
- How do we organize and access important documents when needed?



TheGrief – Experiencing Loss and Moving Forward

Coping with Grief: What's Normal and When to Seek Help

Grief isn't just one feeling—it's a journey, and it's different for everyone. Anticipatory grief starts before their loved one is even gone. Acute grief can feel overwhelming, and for some, complicated grief makes it impossible to move forward. GeriScope gives families knowledge to better understand what they're experiencing, what's normal, and when it's time to seek support.

Families Ask, We Show.

- What are the differences between anticipatory, common, and complicated grief?
- How does grief impact older adults differently?
- When does grief become Prolonged Grief Disorder?
- How can I cheer up others without saying the wrong thing?
- What are meaningful ways to honor their memory while moving forward?



Elder Care Webinars, Seminars, Workshops and Podcast

Endless Possibilities for Your Audience

A Custom Session or Series Designed to Meet Your Group's Goals—Whether It's One Gathering or a 12-Part Program

Every group has its own needs, concerns, and questions when it comes to elder care—and GeriScope gives you the flexibility to create a session that speaks directly to them. Whether you're planning a single seminar, a short series, or an in-depth program across months, we'll work with you to design content that aligns with your objectives and audience interests.

We'll collaborate on every detail: the topics you want to focus on, the tone that fits your community, and the ideal frequency, duration, and format—whether it's a one-time webinar, an in-person discussion, or a mix of both. You'll be able to select from existing GeriScope chapters and practical tools to build meaningful takeaways for participants, making sure they leave with information that's useful and immediately applicable.

Popular Topics Caregivers Love (and Need)

-  **When Elderly Caregiving Upends Your Life, What's Next?**
View the Elderly Care Journey Ahead
-  **What's Next For My Parents?**
Stop Guessing. Start Preparing.
-  **What You Can Do When Seniors Struggle Doing Everyday Things**
Make Activities of Daily Living Be Your Caregiving Compass
-  **What Makes Aging at Home Work?**
Create a Living Environment That's Safe, Comfortable, and Right for Everyone
-  **Before Their Health Really Starts to Slip Learn What's Important to Talk About**
From ER Visits and Hospital Discharge to Advance Care and End-of-Life Choices.
-  **How to Get End-of-Life Affairs In Order**
The Gift of Planning Healthcare Decisions, Funeral Arrangements, and Practical Details

Sessions are available **in person or online**, with pricing based on format—**\$35 per attendee** for single talks and **\$150 per participant** for multi-session workshops. **Nonprofits are welcome at no cost.**



LET'S MAKE ELDER CARE WORK BETTER— TOGETHER

Geri.Scope



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