

Improving the Lives of Caregivers

CEO and Co-Founder of Carewell, Bianca Padilla, Shares Tips on Caring for a Loved One and Resources That Can Help

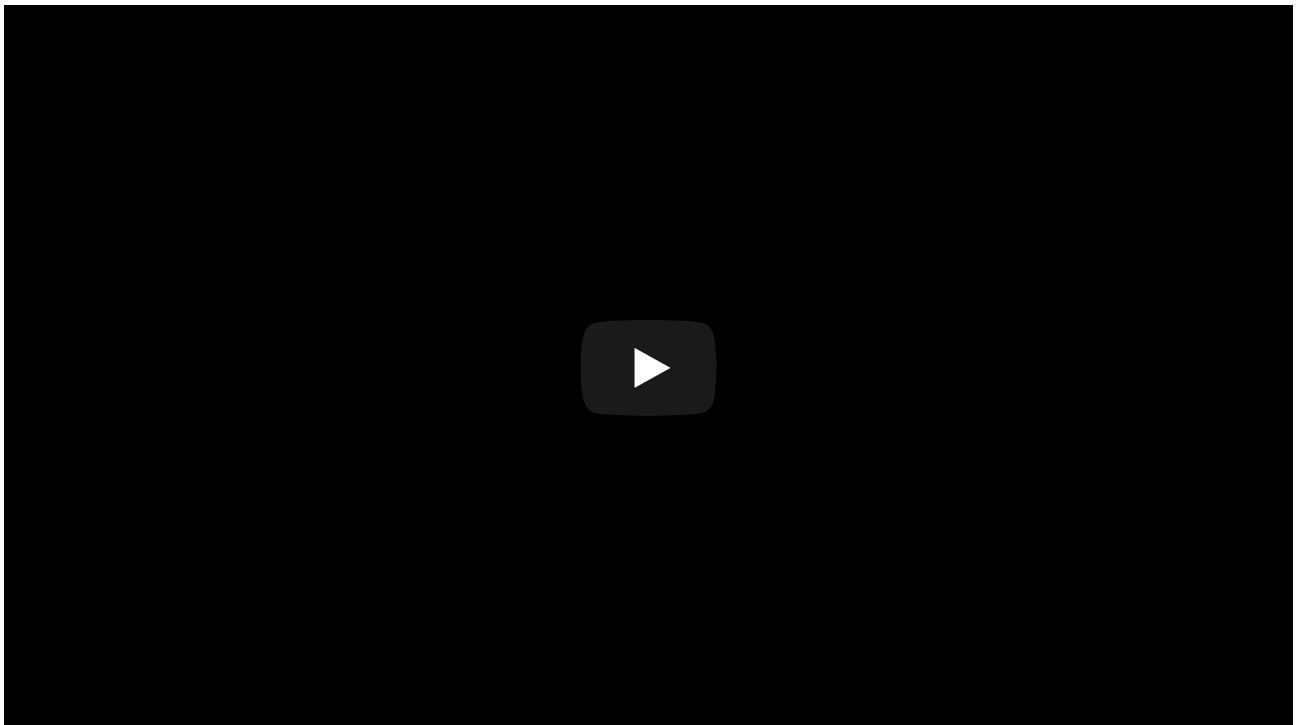


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There will be more people over 65 than under 18 by 2030 -- the boomer generation is living longer and wants to age at home. The result is more than 53 million family caregivers in the U.S., caring for more than 80 million people, and spending more than \$187 billion on home health care. Recently, Bianca Padilla, CEO and Co-Founder of Carewell, participated in a nationwide satellite media tour to discuss the importance of supporting caregivers around the country.

A video accompanying this announcement is available at: <https://youtu.be/Z8i-N0yyx30>



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One-fifth of Americans will act as informal caregivers at some point in their lives, but there is little in the way of vetted products, product knowledge, guidance, and service to help those in the position of caring for a loved one.

The biggest trend in caregiving over the past few years is aging at home. 90% of Americans want to stay in their homes for the rest of their lives. They don't want change, and it's up to the younger generations to help them do this safely and comfortably. 84% of caregivers report needing more information, so providing access to educational resources is vital for this audience, especially as conditions change - and usually worsen - over time.

Carewell is redefining home healthcare by helping caregivers manage their loved one's conditions, as well as their own lives. Carewell strives to make this population feel seen and understood by providing the products, service, and community support they need along with a level of customer service and convenience rarely found in healthcare. Carewell offers support to family caregivers with a library of information and caregiving guides to remove guesswork.

For more information, visit [Carewell.com](https://www.carewell.com)

About Bianca Padilla:

Bianca Padilla is the CEO and co-founder of Carewell, a family-founded company that simplifies life for caregivers by providing personalized service, compassionate content, and expert-vetted home care products. A graduate of New York University with a B.A. in Economics, Bianca attended the Disney Institute and formed the Charlotte chapter of Aging 2.0, for which she currently serves as an ambassador. Prior to founding Carewell, Bianca worked as a software engineer at LiveNinja and as an analyst for CCMP Capital Advisors and Pantheon Ventures. A Miami native, Bianca enjoys spending time with her co-founder husband Jon and dog Henry, traveling, being an unabashed foodie, and reading books about entrepreneurship, leadership, tech, and comedy.

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