

By Jeannette Galvanek

# THE GLOBAL GOLD-RUSH

The hidden story of how caring for aging Baby Boomers could doom business to Billions in lost profits while working Americans are stretched to the breaking point. Meeting this historic challenge with opportunities for intelligent, effective, mobile solutions.



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*There is this tremendous body of knowledge in the world of academia\* where extraordinary numbers of incredibly thoughtful people have taken the time to examine on a really profound level the way we live our lives and who we are and where we've been. That brilliant learning sometimes gets trapped in academia and never sees the light of day.*

***Malcolm Gladwell***

*\* Includes Private Sector Business & Technology Strategists,  
Dedicated Non Profits And Many More*

## *About The Author*

Educated at Quinnipiac University, Harvard University, and Insead Business School, Jeannette is a transformational leader with over 25 years experience within corporate and non-profit entities.

Jeannette is currently CEO of Lifeworkx, Inc., creating progressive mobile solutions for the business community and people who work and are challenged with family caregiving expectations. She is the strategic designer and advocate for a modern, technology enabled work-life and caring ecosystem.

She held many leadership transformational roles over her 25 year career at AT&T. Also, the AT&T's CEO for the Business Roundtables' Talent Alliance, 1st to market Internet, cross corporate talent exchanges.

Her long term experiences as a working parent to children

with special needs, have grounded her in understanding the hidden burdens of local and at home care expectations.

LifeWorkx is driving institutional changes for a new era of working and a new generation of workers.

*“It is time for widespread policy, connected age digital solutions and creative partnerships across industry boundaries.”*

## ***The Emerging Problem***

### ***Is Your Business Model Contemporary?***



*“Business mobility refers to the use of mobile devices by employees and customers as the primary access to IT resources and to new applications that support high-scaling users and activities. This takes mobile cloud to the next level from workforce productivity, flexibility, and efficiency up the evolutionary ladder to new business processes and business models for digital business.”*

***VMware, 2015***

*“Innovation and integration of disruptive technologies helps address tech CEO s top concerns (93 percent) product relevancy three years from now. Also among the top three concerns are the impact of global economic forces on their business and how millennials and their differing wants/ needs will change their business.”*

***KPMG, 2016***

*“The US and other countries are facing a socio-economic crisis that is only now slowly coming into focus. It involves 67 million people who have caregiver responsibilities; most already have a job.*



*These informal caregivers services are valued at \$522 Billion annually. Business awareness is hampered by the perception that caregiving is a private family matter and is being addressed by non-profit organizations. Overlooked or unknown are the estimated to be \$36 Billion in lost productivity costs. Trends related to this 30 year care crisis are expected to grow in the near future and may turn into a Black Swan event with drastic consequences”*

*LifeWorkx, 2015*

We Are Facing The Most Significant Changes In The Way We Work™ In 100 Years.

This Major Transformation Requires Strategic Leadership To Achieve Superior Results.

**Equivocating Could Be The Biggest Mistake in 100 years!**

# *A New Era - A New Generation*



**One Talented  
Team™**



**The Way  
We Work™**



**CareWise™**

## *A Glimpse Into Our Future*

How many books have you read that began with a problem, a crisis, a bleak forecast of things to come? With the pervasion of bad news and cries from all around us that things are getting worse, it is hard not to get pulled into the pessimism and strife. Often it is even harder to see through chaotic chatter and negativity to envision the opportunity right in front of our faces.

So, I would like us to begin with a visualization exercise. This is a technique used by elite athletes, successful business people and visionaries in all walks of life. The goal of this activity is to visualize (imagine) “our” perfect future. For an elite athlete, this may be a short-term success of achieving a certain speed, endurance or skill goal or a longer term of winning a medal, a game, a championship, or recognition.

It would be different for everyone, but now I invite you to share a vision with me.

The year is 2021 and like life in the first 20 years of the new century, the world is multi-faceted and filled with opportunity.

We continue to see expansive technology innovation impacting the way we work and live, but this is not our focus at the moment. Rather, we find ourselves in a workplace filled with energetic and committed co-workers, a resourceful and dynamic management team. But we are not in an office building. Rather we are in a virtual space in which co-workers are collaborating, innovating, communicating and sharing through

technology at lightening speed when and from where they want.

Corporations are embracing a new kind of BRAND and a new partnership with their most valuable resource that allows them to thrive as an organization, cutting costs, reducing turnover and absenteeism, increasing productivity and recruiting top talent.

Businesses large and small are finding new opportunities for incredible wealth generation through accessing an “underground” and currently untapped market.

The healthcare industry has been transformed by more effective uses of technology, communications, connectivity and delivery systems into a healthCare system that promotes wellness, quality of life and restores the care relationship between those who care and those who need care.

Business leaders are seeing their organizations thrive through the creation of a strategic employee brand with a One Team™ model that allows them to recruit and retain top talent, more efficiently manage their human resources, develop a solid competitive advantage, cut waste and improve productivity and profitability beyond what they had previously thought possible.

Businesses and individuals alike share an ideology and belief that resonates throughout the organization that work responsibilities and life responsibilities do not have to be at odds. That promoting an environment that creates optimal harmony between work and life and care does not, as their predecessors may have thought, reduce productivity; it improves it. That a

predominantly remote and flexible workforce is manageable, affordable and realistic if you have the right tools, oversight, ambition, training and cultural infrastructure in place and that it does not negatively impact the bottom line. That a person should never have to choose between caring for a loved one in need and being successful in their career. And that those who do not at a given time have one to care for do not have to somehow feel that they are carrying a disproportionate burden in the workplace due to the life needs of their co-workers. That work and life and care responsibility can completely co-exist in 2021 through CareWise™ values.

Okay, we are in today again. Now, be honest. The above visualization either made you feel all **“warm and fuzzy”** inside or completely repulsed you. Depending on your life experiences or what you see as "the real world", you may see much of this as a pipe dream or the perfect future to which we should aspire.

*If you are a business leader, you may be thinking, **"We have tried much of this. This doesn't work in reality."***

*If you are the average employee, middle management, you may be thinking **"This would be nice but, again, there is a thing called reality."***

*And to this, I would say, **"You are both absolutely right. This is why we must change our reality. "***

***Change reality? That's not possible.***

Is this what you have come to believe as you continue in your life doing things as they have "always" been done? The fact is that this wouldn't be the first time a major revolution has transpired in the way we live and

work. It is actually more common than you think. Often the catalyst for change is a catastrophe, war or, on a more positive note, a major social shift, an innovation or people coming together to find solutions to something that just isn't working anymore --- or perhaps never worked.

What if you could see this catalyst coming with 100% certainty? What if you had an opportunity to not only adapt to it, but to prepare for it, to embrace it and, as an early adopter, to benefit from it?

If you are a business leader who, among other things, cares about the direction and profitability of your company, you will want to keep reading.

If you or someone you know has been caring for or may be caring for a loved one in the next 35 years, you will want to keep reading.

If you care about the future viability and prosperity of the United States of America, you will want to keep reading.

*There have been times in history when people in different walks of life, with different goals, dreams and needs found common ground and came together to face change together.*

***This is one of those times.***

## ***Business Leaders, We Have An Opportunity***

We are facing a socio-economic challenge that is only now slowly coming into focus -- although we have seen it coming for years. It involves most of the current 67 million unpaid "family" caregivers who are expected to perform these responsibilities in addition to their paid jobs. These informal caregivers roles or services have an economic value of \$522 Billion annually. In addition, overlooked or unknown are the estimated to be \$36 Billion (AARP) in lost productivity costs that are directly linked to this responsibility. While the concept of caregiving for aging parents and those with special needs (disabled children/adults, injured veterans, etc.) is nothing new, the magnitude and related impact of this, in many ways, unrecognized segment of our economy is poised to shift dramatically in the next 5 - 7 years.

What is **caregiving**? While caregiving could be a person of many "caregiving" roles, and while I will recognize them in this book, we will be primarily discussing caregiving as it relates to eldercare because this is the segment of this "underground" industry that is poised to explode. A **caregiver**

is a person who provides caregiving services. This person could be either paid (e.g. a home health nurse or aid) or this caregiver could be unpaid (e.g. family member). A person in need of this care typically has significant medical, social and financial needs to which they are unable to attend and are therefore in need of significant assistance, in what are referred to as ADL's or activities of daily life.

A Caregiver is responsible for meeting these needs of which some of the most basic are:



But this role has changed significantly over the past 30 years, as we will discuss.

While the care needed by these individuals is often highly time- and labor- intensive, in many cases an unpaid caregiver also has a 2 paid job. We do not deny that these caregivers are certainly performing a “labor of love”, but this does not diminish the impact of this dual role on performance, as we will discuss in this book.





## LABOR OF LOVE



This challenge manifests itself in the form of a time and financial famine, which drains the employee and creates a production deficit within everything they do. That's everything. Including their work as paid employees.

This is a **Care-Challenged Employee**. You are familiar with the term FTE (Full Time Employee), right? So for simplicity, we will refer to this individual as a CCE (Care-Challenged Employee). When we speak of the CCE, it is important to note that we are not talking about individuals who are providing incidental or occasional care for a loved one, and rather those providing significant care of between 10 and 20 active – not passive – hours a week.

Additionally, I will often use the word *carer*. A carer is what we want in our society, but we do not want a carer to be a CCE. A carer should be an the individual who is providing some unpaid caregiving services to someone they love at a reasonable rate of fewer than 5 active

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