



CONCIERGE CARE SENIOR
— NAVIGATOR —
NAVIGATE SENIOR CARE WITH CONFIDENCE
AND EXPERT ADVICE

A National Program for Fire Departments Serving America's Seniors

Helping first responders turn welfare calls into lasting community outcomes

senior-navigator.com

Senior welfare calls are a growing crisis for fire departments nationwide.

10K

Americans turn 65 every single day — the senior population is growing faster than ever

40%

of senior 911 calls are repeat calls to the same address — a care coordination failure, not an emergency

70%

of seniors will need long-term care at some point — most families are completely unprepared

\$0

in structured, neutral care planning currently available to families at the point of a welfare call

These calls are consuming resources — and nothing changes after the response.

- ▶ Welfare checks and senior care calls are among the fastest-growing call types for fire departments nationwide
- ▶ Repeat calls to the same address are common — because without a care plan, the same crisis repeats
- ▶ First responders want to help beyond the immediate call — but there has been no structured resource to leave behind
- ▶ Non-emergency senior calls displace true emergency response capacity
- ▶ Departments that provide more than transport build deeper, lasting community trust
- ▶ Fire service leadership is increasingly asked to address the senior care gap — without the tools to do it

Senior Navigator — a free, neutral care planning tool for every family.

1

Guided Care Plan

Personalized care recommendation — in-home, assisted living, or memory care

2

Cost Estimator

Real monthly costs by ZIP code — so families know what to expect

3

Financial Planner

Models income, savings, VA benefits and insurance — full coverage picture

4

Advisor Connection

Optional free consultation with a certified senior care advisor

Fire departments are uniquely positioned to close this gap.

Why fire service is the right channel

- ▶ First responders are the most trusted community institution in America
- ▶ Fire departments already have the community touchpoints — welfare checks, safety visits, station events
- ▶ No other institution reaches isolated seniors and overwhelmed families at the exact moment of need
- ▶ A simple QR card handoff at scene requires no training and no additional time
- ▶ Departments that lead on community health outcomes strengthen their case for funding and staffing

What your department provides

- ▶ Trusted, on-the-ground presence in every neighborhood
- ▶ The credibility to make a family pause and take action
- ▶ Reach into communities other health systems cannot access
- ▶ First responders who genuinely want to do more — and now can
- ▶ The final mile between a family in crisis and a care plan

How the national program works.

01

**Download your
print-ready files**

We provide print-ready PDF files — QR cards, wallet cards, and posters — sized for standard printing at any print shop or in-house.

02

**Print and deploy
at the station**

Cards go in the rig. Crews hand them at welfare calls, safety visits, and community events. No training required.

03

**Families get a plan
from any device**

In 10 minutes a family has a personalized care plan, local costs, and a financial roadmap — all free.

04

**Your department is
showcased nationally**

Departments with strong outcomes are featured in our national network as leaders in senior community care.

Senior Navigator is built on professional senior care expertise — not algorithms.

- ▶ Built by Concierge Care Advisors — 15+ years of senior care and transitions expertise, tens of thousands of families served
- ▶ The model for Washington State's landmark senior placement regulation HB 1494
- ▶ The same clinical logic our certified advisors use with families every day is embedded in every assessment
- ▶ Three core innovations patent-pending: Guided Care Plan, Cost Estimator, and Interactive Financial Planner
- ▶ HIPAA-compliant — all family data handled securely and never sold to third parties
- ▶ Truly neutral — no provider pays to be recommended, assessments driven entirely by clinical need



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The vision is simple.

Every fire department in America has something to hand a family in crisis.
Every senior gets a care plan before the next 911 call.



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Join the National Program

Scan to start a free care plan



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