

MONEYWISE

Lifestyle lessons from the trenches

Some quick tips to help make life a little easier



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If there's one thing that dominates our culture and our economy with equal force, it's the eternal quest for convenience.

Companies collectively spend billions of dollars on research and technology each year to improve the goods and services they offer, and consumers spend billions gobbling up any and all innovations.

These days, few of us can imagine life without automated teller machines, microwave ovens, frozen dinners, disposable diapers and cars that tell us to turn right at the next intersection. In fact, we expect it.

At this time of year we're especially vulnerable to the Siren call of convenience.

Each autumn it seems there are more activities to cram in, more intricate agendas to accommodate. And even at the best of times, there is almost no margin for unscheduled demands or setbacks.

The good news is that there is a growing cadre of entrepreneurs who can help smooth over the rough bits with an increasingly sophisticated range of services. Here's a few tips on how you can

simplify your life:

Personal Healthcare Advocate. The filling in the "sandwich generation" has been spread awfully thin. With kids on one side and aging parents on the other, not to mention busy professional lives, many families are ill-equipped to deal with health problems when they arise.

Enter Andrea Nathanson, a former registered nurse who has formed a Toronto-based company called Qualicare.

Let's say you have an elderly mother who develops an illness or infirmity. Mrs. Nathanson will explain the problem to you in plain language, book medical appointments, transport the patient to the appointment and sit in on the consultation.

She will make the trip to a pharmacy and ensure the appropriate follow-up steps are taken — everything from arranging a referrals to a specialist to booking massage treatments and nutrition consultants.

"Doctors often have a narrow focus on their area of expertise," she says. "But I provide an overview of the whole system, I know what the various options are and how to get access to them."

Qualicare charges by the hour, depending on the service required. Mrs. Nathanson's rate is about \$75 an hour for consultations and development of a health care strategy.

"We intersect with people at such an emotional, stressful period in their lives," she says. "By co-ordinating things, by helping clients manage through it, we provide some order and control."

Contact: www.qualicare.ca



KEVIN VAN PAARSEN / NATIONAL POST

Andrea Nathanson, a former nurse turned personal healthcare advocate, has formed Qualicare.

Qualicare is a company consisting of nurses and other caring professionals who provide healthcare solutions for the aging and the ill. We advocate for our clients, offering guidance, support and daily care as well as other timely services such as; home modifications or moving solutions ~ designed with both patient and family requirements in mind.

 **Qualicare**

Solution Focused Healthcare

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www.qualicare.ca