

## SeniorChecked<sup>SM</sup> Tackles Crimes Against Seniors With New Technology

BETHESDA, MD, October 2, 2008 – Providing an independent and unbiased third party review of companies and employees who serve senior citizens in their homes, SeniorChecked has been released by Silver Nation, LLC in the Washington, DC market to combat the rise in elder abuse, financial exploitation and crimes against seniors.

According to the U.S. Office of Consumer Affairs, fraud and financial exploitation takes in about \$100 billion a year. By vetting and verifying businesses, the Web-based SeniorChecked was designed to take the guesswork out of selecting a trustworthy service provider for vulnerable seniors.

Upon completion of initial business recruitment efforts, the SeniorChecked directory of businesses will be available to consumers free-of-charge in the Washington, DC metro area via the SeniorChecked Web site (<http://www.seniorchecked.com>) and toll-free telephone support center.



Companies voluntarily submit applications to be SeniorChecked and are required to have employees with senior contact undergo thorough local and national background checks. Companies are reviewed in four areas: Licensing, Insurance/Crime bond, Financial, and Criminal/Lawsuits.

“The reality is, not every company that submits its application will pass the stringent standards of SeniorChecked,” said John E. Hansan, Ph.D., a published gerontologist and co-founder of Silver Nation. “We set the bar high because the senior citizens of our country deserve the protection this product provides. The companies who step up and get SeniorChecked recognize the value of this product.”

In addition to the online directory provided to seniors and their families, the individual employee who comes to the home can be verified through the Web site or toll free support center. This two-step process of “finding and verifying” provides added assurance to family members to know the person coming in to help their parents has been thoroughly background checked.

Pricing for an individual company to be SeniorChecked ranges from \$150 to \$195 a year depending on the type of business. The background check fee is \$45 for service company employees.

Dr. Hansan explained, “most background checks only review data in the state in which the employee currently resides in. SeniorChecked involves a local and national screening of 30 different databases and will go back up to seven years. This is vital to protecting our senior citizens and we are proud to offer the most comprehensive review available.”

The SeniorChecked application is completed online on the SeniorChecked Website <http://www.seniorchecked.com>. Customer Support Specialists are available by toll-free phone [1.866.675.7226] to answer questions from businesses and consumers.

###

### About Silver Nation, LLC

Silver Nation, LLC is dedicated to developing technology solutions to serve and protect our nation's senior citizens and assist them in living independently, safely and without fear. A privately held company that believes “silver” is the new “green,” Silver Nation is based in Bethesda, Maryland.

**For further information, please contact:** Beth Dresing, VP Marketing / direct: 301.656.8886, ex.19 / mobile: 240.778.9579 / [edresing@silvernation.com](mailto:edresing@silvernation.com)