

## **BedAvailability.com Puts Selection of Senior Care Facility Back in the Control of the Elder and Family**

Mission Viejo, CA -- (July 12, 2006) -- BedAvailability.com launched in April 2006.

BedAvailability.com remedied an historic problem in the senior discharge and admissions arena by creating an on-line interactive web site to put the control of discharges in and out of hospitals and care facilities back with the senior and their family.

“Historically, elders have been discharged from hospitals to care facilities upon recommendation of hospital case management departments, upon recommendation of a referral agency, or from direct research conducted by the elder’s family,” says Laura Ferrall, President of BedAvailability.com and owner of Eldercare.net, an established senior referral agency in Southern California.

She adds, “When hospitals need to discharge a patient, they need to discharge them NOW! For that reason, they generally have preferred facilities that have performed well for them in the past, and which can be relied upon to admit the patient on an expedited basis. Referral agencies function as ‘middlemen’ and in essence ‘broker’ the admission to a care facility. Thus, for the elder and family to adequately shop and compare facilities, they must do the research themselves. This entails calling facilities directly and ‘manually’ creating a comparison list of facilities, pricing, amenities, services and the like. Since the discharges are on an expedited basis, rarely is there sufficient time to do this and thus the consumer is at a disadvantage in the marketplace.”

Stuart Furman, CFO, and an estate planning attorney, adds the following analogy: “Consider that before the Internet became a tool of choice, travel agencies dominated the travel industry and as such consumers were held hostage to their bookings, or the consumer needed to contact each and every travel vendor themselves. Online companies put the consumer in control of the shopping and comparing, all to the benefit of travelers in general.”

He further states, “BedAvailability.com does the same thing in this niche area of senior discharges and admissions. The consumer can now efficiently search, shop and compare suitable facilities, locations, pricing, services, support, amenities AND AVAILABILITY... all on-line. Unlike other senior web sites or traditional directories, BedAvailability.com displays CURRENT bed availability on a real-time basis, keeping pace with the swift reliance on Internet technology for quick and accurate information.”

Hospital case management departments, the public and facilities are endorsing the web site because it gives the hospitals and public the information they need to know. Simply: **WHO HAS WHAT, WHERE AND...NOW!**

Alice Edmiston, Director of Case Management for Corona Regional Medical Center states, “[BedAvailability.com] appears very user friendly and will be a valuable tool for us, saving time for both us and our patients and their families.” She goes on to state that she will “encourage [the staff] to use the site as our tool of choice.”

Facilities are also enjoying the efficiency and exposure of the web site as well. “I shall spread the news to everyone I know... Thank you for seeing the future trends for our business,” states Octavia Carlino, owner of Family Choice Senior Care.

There is intense competition for residents. As such BedAvailability.com allows all of the facilities to freely compete for residents in the marketplace which is ultimately good for the consumer/resident.

BedAvailability.com is a California Corporation. Its corporate address is:

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