

## Eldercare.net Announces a Strategic Alliance with BedAvailability.com to Keep Pace with Technology

Mission Viejo, CA -- (December 7, 2006) --

Eldercare.net, a longtime established senior referral agency, formed a strategic alliance with BedAvailability.com, a company that maintains and markets a real-time interactive website which recognized how referrals and discharges will be managed in the future.

To a large extent, Residential Care Facilities for the Elderly (RCFEs) rely on senior referral agencies to “fill their beds.” When a senior referral agency refers an elder to a facility that results in an admission, the facility typically pays a commission or referral fee of 50-100% of the first month’s housing expense. Even if the elder passes away within the first month, the referral fee is still paid.

“The Internet is changing the referral business in the senior arena but most facility owners don’t realize it,” says Laura Ferrall, owner of Eldercare.net. She goes on to say, “The Internet is a very powerful tool for the consumer to directly research, shop and compare facilities, amenities, services, and pricing, which will eventually eliminate the need for referral agencies, except in very unique cases.” *The Wall Street Journal (May 25, 2006)* indicated that “Health Care is one of the more researched topics on the Internet.” Laura finishes, “Of course, if a facility or family has questions there will be counselors to help them. That is what makes this alliance so valuable and no one else offers this kind of service.”

BedAvailability.com eliminated the referral fee. Facilities pay only an annual subscription of \$45-100/month to access the benefits of the website and the company. Stuart Furman, CFO of Bedavailability.com, and an established estate planning attorney, states, “There are many senior websites where facilities and related businesses merely subscribe and hope for business. For our fee, our clients receive many additional services to help expose elders, their families, facilities and hospitals to the website. By subscribing to BedAvailability.com, facilities are not buying a product. A whole team of professionals are working for them on a daily basis to help them better present their facilities and to bring the consumers to the site.” He also adds, “We are committed to helping our subscribing facilities succeed which will then fulfill our goal of developing a long term relationship with our clients.” Finally he states, “Obviously we can’t guarantee that a facility will get a resident, but we can guarantee our efforts to expose the facilities to the decision makers.”

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!**

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

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