

# 52% of Families are Anxious About Caring for Elderly Relatives explains Allianz Global Assistance UK

Submitted by: Harrison Sadler

Thursday, 8 May 2014

---

Allianz Global Assistance and Yecco investigate attitudes towards caring for an aging population

- Balancing work and home pressures the biggest concern for those who would have to provide care for an elderly relative (26%)
- Financial implications of caring for an elderly relative the second biggest concern (20%)
- 58% of people surveyed hadn't talked to their immediate family members about what they would do in the event of an elderly relative needing care
- Only 15% of people would turn to extended family members for help in caring for a relative
- 48% of people expressed an interest in receiving an Elderly Emergency Care policy as an employee benefit

As a new report by think tank IPPR\* reveals that the number of older people needing care is expected to outstrip the number of family members able to provide that care by 2017\*, Allianz Global Assistance in the UK reports that 52% of people it surveyed\*1 are concerned about the future care needs of elderly parents or extended family, should they need home assistance.

The biggest single concern for people surveyed is the prospect of balancing work and home pressures whilst providing care for elderly parents (26%). This was followed closely by the financial implications of caring for an elderly relative (20%) and a fear of having little or no support from local authorities (16%). A higher percentage of men than women were worried about balancing work and home life and the cost of care.

Planning ahead is key to reducing the logistical and financial pressures of providing care. 58% of those surveyed hadn't talked with their immediate family members about what they would do in the event of needing to provide care for an elderly relative.

To tackle the issue head on, Allianz Global Assistance has joined forces with a new social media platform Yecco, to offer Yecco Care at Home. Yecco aims to reduce the issue of loneliness that the elderly population faces, and to integrate all the vital aspects of an individual's life, friends, family and health, in one coherent location. Yecco Care at Home is a unique insurance solution that provides up to six weeks of assistance at home, after an unforeseen illness or an accident which resulted in hospitalisation.

Employers, unions and professional bodies could play a vital role in alleviating the burden of care provision for the elderly says Phil Carr, Head of Corporate Business Development at Allianz Global Assistance in the UK, "In our survey, only 4% of those surveyed said they would turn to an employer or HR manager for assistance if they found themselves having to provide care for a relative. However, 48% in total said they would be interested an Elderly Emergency Care policy as an Employee or Member Benefit, although women when compared to men, were more in favour of it (57%)."

"Whilst 49% said that the first port of call for support is their family GP, confirming the pressure on

the NHS, only 15% would turn to other family members. Interestingly, more people (17%) would turn to the internet for support, over and above extended family,” adds Janet Jadavji, CEO and Founder of Yecco. “With the UK social care ‘gap’ forecast to hit over 2 million without adult children to care for them, by 2030\*, we need to build a robust network of care management solutions that brings together carers, patients and healthcare professionals. Social media can be pivotal to revolutionising communications in the care sector.”

The partnership with Yecco forms part of Allianz Global Assistance’s ongoing commitment to helping the UK population plan for care and the associated costs involved. Free to join, [www.Yecco.com](http://www.Yecco.com) is available online via PC, an IOS tablet or mobile device. The service also can connect to third party resources (e.g. NHS health records, GP record systems, third sector providers) for the care relationship to become truly collaborative and beneficial for both families and healthcare professionals.

Please feel free to use the accompanying photography:

Phil Carr, Head of Corporate Business Development at Allianz Global Assistance in the UK

END

May 2014

\*<http://www.ippr.org/news-and-media/press-releases/more-people-needing-social-care-than-family-carers-available-from-2017>

\*1 Independent survey of 200 people across the UK conducted by [www.gorkanasurveys.com](http://www.gorkanasurveys.com)

Follow Allianz Global Assistance UK:

About Allianz Global Assistance

How can we help?

International leader in Assistance, Travel Insurance and health, life & home care services, today Allianz Global Assistance counts more than 10,920 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 135 correspondents covering 150 countries. 250 million people, or 4% of the world’s total population, benefit from its services, which the Group provides on all five continents.

Website: [www.Allianz-Assistance.co.uk](http://www.Allianz-Assistance.co.uk)

Press Contacts

Justine Hoadley, Clare Watson, Ally Redding or Laura Welsh

HSL

Tel: 020 8977 9132

Email: [AllianzAssistUK@harrisonsadler.com](mailto:AllianzAssistUK@harrisonsadler.com)

Cautionary Note Regarding Forward-Looking Statements:

Certain of the statements contained herein may be statements of future expectations and other forward-looking statements that are based on management’s current views and assumptions and involve known

and unknown risks and uncertainties which could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may, will, should, expects, plans, intends, anticipates, believes, estimates, predicts, potential, or continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation, (i) general economic conditions, including in particular economic conditions in the Allianz Group's core business and core markets, (ii) performance of financial markets, including emerging markets, (iii) the frequency and severity of insured loss events, (iv) mortality and morbidity levels and trends, (v) persistency levels, (vi) interest rate levels, (vii) currency exchange rates including the Euro - U.S. Dollar exchange rate, (viii) changing levels of competition, (ix) changes in laws and regulations, including monetary convergence and the European Monetary Union, (x) changes in the policies of central banks and/or foreign governments, (xi) the impact of acquisitions (e.g. Dresdner Bank), including related integration issues, and (xii) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of the event on, and following, September 11th, 2001.

The matters discussed in this release may also involve risks and uncertainties described from time to time in Allianz AG's filings with the U.S. Securities and Exchange Commission. Allianz AG assumes no obligation to update any forward-looking information contained in this release.

About [www.Yecco.com](http://www.Yecco.com)

Yecco is a new free secure private network platform. It aims to connect families, friends, professionals and an array of other groups together using the simplest technology. Its aim is to reduce the international issue of loneliness and isolationism that the elderly population face, and to integrate all the vital aspects of an individual's life, friends, family and health, in one coherent location.