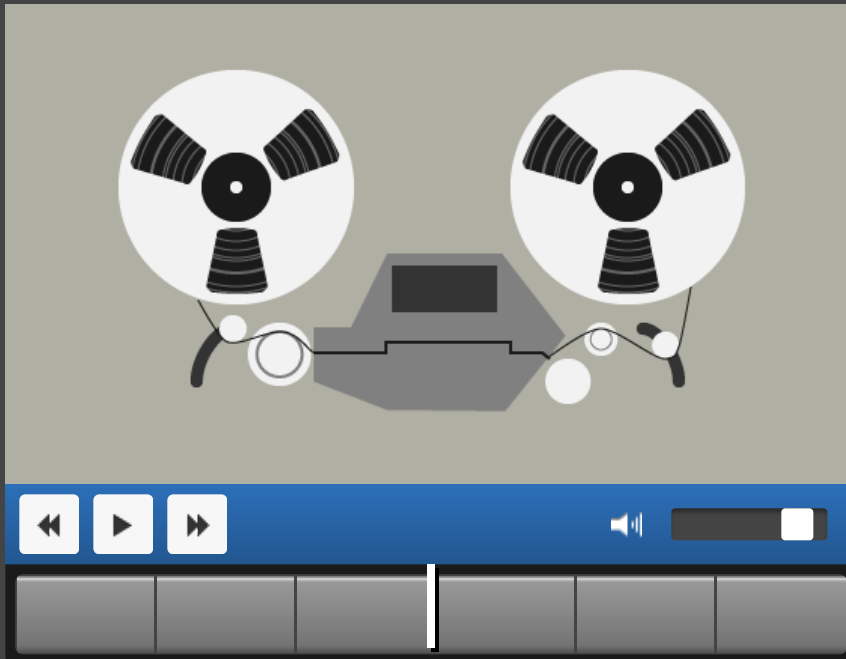


07:52 Zoomer Radio (CFZM)

Saturday, March 11, 2023



Program

Zoomer Radio (CFZM)

Saturday, March 11, 2023

Program information for this station is not available for this date and time.



partnerships aimed at helping clients navigate and prepare for aging related decisions in late life events. Tell us a bit about why you've entered into this space what we've been mindful for a number of years of the impact that the aging demographic is going to have on our clients and their lives but then when COVID intervene that really do So much attention to

the impact of help and caregiving and where we live at the age and our clients started to tell us that these were issues that were important to them. We hear it to survey results we hear it through. We see it through the kinds of ING engagement that they're having with content that were that were creating for them and, you know, so they were really creating demand for more resources, an education regarding the impacted healthy aging will have on their future live we believe that, you know, you can't have wealth without your health and you can't have your health can certainly Impacted by your well so we see a clear connection



between what we do and supporting our clients in this regard and we really want to help clients make the most of their senior years and we believe that, you know, being educated and then planning is a really important part of all of that absolutely so tell me more about the organizations you have chosen to partner with our engagement was with the national Institute on

aging and that really stand in the horror the early days of the COVID pandemic because there was so much focus on things like the long-term care facilities and the the disproportionate impact of COVID on our older Canadians so we wanted to partner with the national Institute on aging because they really do help build awareness around financial incapacity estate planning but also

Highlight

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