

LTCareNav Adds CarePatrol's Nationwide Network of Senior Care Advisors to Its Family Planning Platform

Exclusive US partnership means families and the caregivers who love them now have access to trusted, local human guidance — exactly when they need it most

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[LTCareNav](#), a digital long-term care planning platform, today announced an exclusive US partnership with CarePatrol, the nation's largest senior care solutions franchise. The partnership gives LTCareNav families something the platform was always designed to connect them with: a real person, in their community, who knows this world.



Long-term care planning is one of the most overwhelming things a family can face. For adult children juggling work and family while trying to figure out what their parents' needs. For the spouse who never imagined they'd be making these decisions alone. For the family caregiver who is doing everything right but doesn't know what they don't know. Most people don't know where to start. LTCareNav was built to change that, giving families a clear, organized path forward across multiple care verticals, from senior care advisors to in-home support, legal planning, and financial preparedness.

The need is urgent. According to the U.S. Department of Health and Human Services, nearly 70% of adults age 65 and older will require some form of long-term care in their lifetime. Yet most families remain completely unprepared—emotionally, financially, and logistically—until a health event forces impossible decisions in impossible timeframes. Family caregivers often bear that weight alone, without the resources or guidance they deserve.

What LTCareNav's families have always needed alongside the platform is a trusted expert on the ground. That's exactly what CarePatrol's advisors are. With more than 215 locations across 42

states and Canada, CarePatrol has spent more than 30 years building a reputation for helping families find quality care options at no cost to the family. Their advisors don't just hand over a list. They listen, they ask the right questions, and they walk families and the caregivers holding everything together through one of the hardest decisions they'll ever make.

"CarePatrol has built a reputation in this industry for a reason," said Lindsay Friedman, Founder of LTCareNav. "Their advisors are exactly who we want standing beside our families — knowledgeable, compassionate, and committed to helping people make confident decisions. We're proud to bring that kind of support to the families who rely on LTCareNav."

Through the partnership, LTCareNav users will be connected with local CarePatrol advisors, providing personalized guidance on care options, financial preparedness, and next steps that build on the foundational plan families have already established through the platform. Digital planning meets human expertise, so families don't have to navigate any of it on their own.

"CarePatrol advisors are more than trusted experts to help families through this journey. They are called to serve daily with incredible compassion and dedication," said Keith Kuhn, Brand President of CarePatrol. "It is an honor to bring that skilled human experience to our partnership with LTCareNav that expands that support."

Families and caregivers can begin planning today and connect with a CarePatrol advisor at ltcarenav.com.

About LTCareNav

LTCareNav is a digital long-term care planning platform that helps individuals, families, and caregivers prepare for future care needs with clarity and confidence. The free family-facing platform connects users with vetted providers across multiple care verticals, including senior care advisors, in-home care, legal planning, and financial preparedness, guiding them through the decisions that matter most before a crisis arrives. Founded by care advocate Lindsay Friedman, a Certified Nursing Assistant, Certified Senior Advisor, and founder of Care Bloom, LTCareNav is built on one belief: every family deserves quality care and a clear path forward. Learn more at ltcarenav.com.

About CarePatrol

CarePatrol is the nation's largest senior care solutions franchise in the United States. With more than 220 territories sold across 42 states and Canada, local senior advisors provide a no-cost service in helping families find quality, top-rated assisted living, independent living, memory care, nursing homes, and in-home care. Founded in 1993, CarePatrol began franchising in 2009 and is now part of the Best Life Brands family, with private equity backing by The Riverside Company. CarePatrol is proud to have earned the Franchisee Satisfaction Award from Franchise Business Review for 14 years in a row, including its induction into the Hall of Fame in 2024, and

has earned placement on the Entrepreneur Franchise 500 list. For more information, visit www.CarePatrol.com/franchising.

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