

63 Million Family Caregivers Face Healthcare Support Gaps as CARA Launches National Partnership Initiative

For the 63 million family caregivers left behind, CARA seeks health plan and employer partners to finally deliver the 24/7 support they need and deserve.

PHOENIX, AZ, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- Now What Publishing LLC, creator of [CaregiverCompanion.ai](#) and [CARA For Workplace](#), today announced a national strategic partnership initiative to bring CARA's personalized, 24/7 caregiver guidance to health-plan members, employees and families nationwide.

The company is seeking health plan and employer partners for distribution, branded deployment, integration and caregiver engagement and outcomes measurement. Additional opportunities are available with Medicare Advantage programs, health systems, home-care organizations, senior-living platforms and aging-services companies.

CARA—the Caregiver Advisory & Resource Assistant—is an AI-powered, human-informed support platform designed specifically for family caregivers. It helps caregivers understand what may be happening, determine what to do next, prepare questions, communicate with family members and professionals, and navigate the practical and emotional challenges of caregiving.

THE SUPPORT GAP IS MEASURABLE

According to the 2025 Caregiving in the U.S. report from AARP and the National Alliance for Caregiving, 63 million American adults now provide ongoing care to someone with a complex medical condition or disability. That represents nearly one-quarter of all U.S. adults and a 45% increase since 2015.



Meet CARA: The AI-powered Caregiver Advisory & Resource Assistant providing personalized support 24 hours a day.

Yet only 11% of family caregivers report receiving formal training for the daily care tasks they perform. Although 55% provide medical or nursing care, only 22% receive training for those responsibilities.

The challenge also reaches deeply into the workplace. Seven in 10 working-age caregivers are employed, and half of working caregivers experience job-related disruptions such as arriving late, leaving early or taking time away from work.

The need is not simply for more information. Family caregivers need practical guidance that remains available after the appointment, hospital discharge, workplace conversation or change at home.

“America’s healthcare system has abandoned the very people it depends on to carry out the care plan,” said Mike Weinberger, co-founder of Now What Publishing LLC and author of *My Wife Has Alzheimer’s—Now What?* “Family caregivers are sent home with enormous responsibility, but too often without training, preparation or anywhere to turn. CARA was built for those the system failed—and for the question millions are left asking: ‘Now what do I do?’”

THE MISSING CAREGIVER-SUPPORT LAYER

CARA complements—not replaces—the services already provided by health plans, health systems, employers, home-care organizations, senior-living platforms and community organizations.

Organizations do not have to build an entirely new caregiver-support system from the ground up. CARA provides a faster path to offering:

- Personalized, around-the-clock caregiver guidance
- Practical, step-by-step actions based on the caregiver’s situation
- Suggested questions and words to use in difficult conversations
- Caregiver and loved-one profiles that preserve context and continuity
- Support across more than 25 languages
- Printable, downloadable and shareable guidance
- Private-by-default support with clear safety guardrails
- Specialized support for employees balancing work and caregiving

CARA does not diagnose medical conditions, prescribe treatment or replace healthcare, legal or financial professionals. It helps caregivers become better prepared to communicate with those professionals, understand their options and take appropriate next steps.

“We did not build CARA to become one more isolated caregiving application,” Weinberger said. “We built it to become an integrated caregiving support network that can work alongside the

organizations caregivers already know and trust.”

STRATEGIC PARTNERSHIP OPPORTUNITIES

Now What Publishing LLC is seeking strategic relationships that can bring immediate caregiver support to larger populations.

Partnership opportunities include:

- Health-plan and Medicare Advantage member support
- Employer and employee-benefit programs
- Hospital discharge and transition-to-home support
- Home-care, senior-living and aging-services integration
- Branded deployments, distribution and licensing
- Community access and caregiver-education programs
- Caregiver engagement, outcomes measurement and organizational case studies
- Investment and other strategic growth relationships

The CARA experience is currently available to individual caregivers through CaregiverCompanion.ai with no credit card required.

CARA For Workplace extends the platform to employers seeking to understand and support employees who are balancing their jobs with caregiving responsibilities. Employer programs can include aggregate, privacy-conscious engagement insights and a customized company caregiving workforce case study.

“Health plans and employers already encounter caregivers at the moments support matters most,” said Denice M. Kennedy, co-founder of Now What Publishing LLC. “CARA gives those organizations a practical way to remain present after the appointment, discharge or workplace conversation—without having to build an entirely new caregiver-support platform.”

AN INVITATION TO COLLABORATE

Now What Publishing LLC is inviting conversations with organizations that recognize family caregivers as an essential part of the healthcare and long-term-care system—and believe those caregivers deserve better guidance, preparation and support.

Health plans, employers and other organizations interested in a confidential strategic discussion, live platform demonstration or partnership briefing can contact Mike Weinberger or Denice M. Kennedy directly.

ABOUT NOW WHAT PUBLISHING LLC

Now What Publishing LLC develops practical education and technology-based support for family caregivers. Its operating brands and DBAs include CaregiverCompanion.ai, CARA For Workplace and the Caregiver Leadership Council.

Through these initiatives, the company helps caregivers, families, employers and community leaders find clearer answers, actionable next steps and meaningful support.

CARA grew from co-founder Mike Weinberger's lived experience as a family caregiver and from the simple but urgent question asked by millions of families every day:

"Now what?"

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SOURCE

[AARP and the National Alliance for Caregiving, Caregiving in the U.S. 2025](#)

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