



# ANNALEE KRUGER, MBA

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## KEYNOTE TITLE:

The Hidden Crisis: Aging, Dementia, and the Caregiving Burden—How Families and Organizations Can Prepare and Thrive

## ABSTRACT

Most families worldwide are unprepared for the realities of aging, dementia, and caregiving. These complex challenges not only impact family relationships, finances, careers, and caregivers' health, but also have significant ripple effects on workplaces, financial services, healthcare systems, and associations. With 30 years of experience in senior care and over 5,000 speaking engagements, Annalee Kruger delivers a powerful, solution-focused presentation that equips families, employers, financial professionals, healthcare organizations, and associations with the tools to proactively address caregiving and aging challenges before they become full-blown crises.

Drawing from her work guiding over 20,000 families through aging planning, dementia progression, and family dynamics, Annalee will help attendees better understand the caregiving landscape, avoid common mistakes, and create actionable aging plans that protect families, organizations, and vulnerable adults.

*"Annalee has in-depth knowledge on the challenges seniors and their families face... a wealth of information and resources... motivated, dedicated, and I'd be hard-pressed to find anyone with a more positive attitude!"*

— Teri Zeise

## LEARNING OBJECTIVES

- Understand the widespread impact of aging, dementia, and caregiving on families, workplaces, and professional organizations.
- Identify the most common mistakes families make when navigating caregiving and senior care decisions.
- Explore practical solutions for employers to support caregiver employees and improve workforce stability.
- Learn how financial professionals and healthcare organizations can better serve clients facing caregiving challenges.
- Gain actionable strategies for initiating difficult conversations about aging, care needs, and dementia progression.