

CareScout Expands National Footprint with New Tools to Navigate Long-Term Care

Nationwide provider network and personalized nurse-led Care Plans give families tools to plan ahead and make informed care decisions

RICHMOND, Va.--(BUSINESS WIRE)-- [CareScout](#), a growing platform designed to help families navigate aging with greater confidence and ease, has expanded its service offerings nationwide. Families across the country can now access two powerful tools through CareScout: a personalized [Care Plan](#) created by a licensed nurse and a credentialed network of home care providers through the [CareScout Quality Network](#).

The offerings mark another step forward in CareScout's goal to become a one-stop platform for aging and long-term care – helping people plan and understand, find, and fund care with greater clarity and confidence.

"We're proud to continue evolving CareScout in ways that meet the real needs of families," said Samir Shah, CEO of CareScout Services. "By expanding our offerings, we're giving people clearer guidance, quality support, and resources they can rely on as they navigate aging – no matter where they are in the journey."

Aging Is Becoming More Complex; Care Plans Make It Clearer

Between demographic shifts and escalating care costs, families face increased uncertainty. According to the most recent information published by the U.S. Department of Health and Human Services published in February 2020, [nearly 70%](#) of Americans will need some form of long-term care in their lifetime, yet many don't know where to begin when needs emerge.

Built on more than 20 years of experience and over one million nurse-led evaluations, Care Plans are delivered through direct, human interaction with licensed nurses – ensuring guidance is shaped by professional judgment, observation, and real conversation.

Each Care Plan starts with a one-on-one evaluation. The 45-60 minute, hands-off visit—available in-person or virtually over Zoom—is a conversation about daily routines, functional abilities, cognitive changes, safety needs, and personal goals.

Families then receive a customized, easy-to-read Care Plan within five business days, which includes:

- Unbiased analysis of physical and cognitive abilities
- Personalized recommendations across home safety, self-care, lifestyle, emotional wellbeing, and medication support
- Local resource and provider options, grounded in the family's unique needs

- Actionable next steps that make complex decisions more manageable

“Care Plans are more than checklists, they’re about truly seeing the person behind the needs,” said Jennifer Johnson, director of CareScout’s field nurse network. “We take the time to listen, observe, and understand each individual’s story. Our recommendations are rooted in professional caregiving experience and shaped with empathy so families walk away with support that’s both credible and personalized.”

High-Quality Provider Access Through the CareScout Quality Network

In addition to Care Plans, families nationwide can now access the CareScout Quality Network, a selection of home care providers that meet rigorous credentialing standards and offer preferred pricing typically below market rates. The CareScout Quality Network is designed to bring greater transparency and quality to the long-term care landscape and has already helped thousands of families identify high-quality home care providers with confidence. Families can search participating providers in their area using Care Finder, CareScout’s online tool that connects people to credentialed organizations.

“The CareScout Quality Network is not just a directory, it’s a quality engine,” added Shah. “We believe everyone deserves access to high-quality care that’s delivered with transparency and respect. By setting higher standards and continuously evaluating providers, we’re helping raise the bar across the industry.”

Unlike some online lead aggregators that sell user information and trigger a wave of unsolicited calls, CareScout puts families in control, offering support when and how it’s needed. The result is a more respectful, transparent experience designed around what families actually want.

Availability and Access

Care Plans are available nationwide for a one-time fee. A Care Plan is not a medical service, and they do not provide medical advice. CareScout supports families in identifying quality home-based care providers through the CareScout Quality Network, and CareScout does not charge families for access to the network.

About CareScout

CareScout helps older adults and their families navigate the aging journey and find quality care. Inspired by a mission to simplify and dignify the aging experience, we’re building an integrated ecosystem of care and funding solutions. To learn more about CareScout, visit www.CareScout.com. CareScout, LLC (CareScout) is a wholly owned, indirect, subsidiary of Genworth Financial, Inc. (NYSE: GNW).

Cautionary Note Regarding Forward-Looking Statements

This press release contains certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “will,” or words of similar meaning and include, but are not limited to, statements regarding CareScout’s future financial performance and future business opportunities. Forward-looking statements are based on management’s current expectations and assumptions, which are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict. Actual outcomes and results may differ materially due to global political, economic, business, competitive, market, regulatory, and other factors

and risks, as well as risks discussed in the risk factor section of Genworth's Annual Report on Form 10-K, filed with the United States Securities and Exchange Commission on February 28, 2025. Genworth undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise.

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