

Stuck in the middle (and grateful for it): Life in the Sandwich Generation

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Throughout my 25-year career in the employee benefits space, I've encountered countless stories about the challenges employees face in navigating their healthcare and benefits.

However, these stories became deeply personal when I found myself in a similar position. As part of the sandwich generation, I often see friends and colleagues balancing two worlds, one may be raising children like me, while the other is helping aging parents navigate a complex healthcare system.

If you've been there, you know how overwhelming it can be.

It's frustrating, time-consuming, and often confusing, and you are not alone.

- Nearly 1 in 4 employees today are caring for both children and aging parents.
- 2 in 5 seniors say Medicare is confusing and overwhelming.
- And more employees than ever are working past age 65, making these issues part of everyday workplace conversations.

That's why I'm so passionate about Medicare Advocacy.

At Optavise, our advocates help employees and their families navigate Medicare guiding them through enrollment, avoiding penalties, comparing coverage options, and resolving claims or billing issues that can otherwise cause stress and uncertainty. Our advocates are not just experts; they are empathetic listeners and problem-solvers who take the time to understand each employee's unique situation.

For me, this isn't just professional, it's personal. I've seen firsthand how a lack of clear guidance can lead to costly mistakes or delayed care. Having someone to turn to as a trusted advocate who listens, explains, and acts can make all the difference.

We talk a lot about employee wellbeing, but it's all connected. When I think about my own family — supporting my kids' growth while helping my parents stay healthy — I'm reminded how vital guidance truly is. Helping employees care for their loved ones isn't just a benefit; it's a reflection of the care we all hope for in our own families. Because at the heart of it all, we believe that when employees thrive, so do the organizations they serve. Much like employees, when it comes to benefits, **Health is Human.**