

Model of Excellence Profile – OurParents.com

Company Name:	OurParents.com	ICG#	11059
Address:	11480 Commerce Park Dr, Suite 300, Reston, VA 20190		
Product Name:	OurParents.com		
URL:	http://www.ourparents.com/	CEO Name:	John McKinley

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guides	<i>Business Model:</i> Advertising & Sponsoring (tbd)
	<i>Content Models:</i> Aggregation – Public Domain Aggregation – Licensed User-generated—Closed Data Pools	<i>Distribution Model</i> Direct Response – Web-based

Company Overview

OurParents.com provides a free “match.com”-like service for connecting families seeking elder care and care providers. Detailed reports of providers in their database are available for free and special search and screening tools are available to help care seekers find and compare providers that meet their needs. Unlike most available placement services in the elder care segment, there is no fee for care providers to be listed in the database. OurParents.com also provides a range of related information to help users of the site evaluate options for overseeing the care of the family members in need of elder care.

Product/Service Description

OurParents.com has developed a rich database of over 100,000 senior care providers by aggregating and enhancing publicly-available data. In addition to basic descriptive information about the providers, OurParents includes information and tools to help care-seekers evaluate providers, including Medicare quality information, financial condition, and feedback from residents & families. Tools include the Care Options Advisors, an online questionnaire that guides users to facilities that match their needs. A search tool that is “modeled after best practices in the travel industry” helps users quickly gauge the trade-offs in cost, quality, distance, and other special requirements. In our view, if OurParents.com can equal the value that Orbitz added to travel search with their clear interface, deep database, efficient search, and powerful display of results, they will have a winning data-driven service!

John McKinley, the founder of OurParents.com, is seeking to disrupt the current model where care placement services are paid by providers to find leads and these placement services in turn charge fees of \$25 - \$90 to people seeking care providers for reports that are compiled from little more than publicly available information. On OurParents.com all access to the site and reports is free to users seeking care providers and all listing are free to providers. McKinley wants to retain an unbiased, transparent listing service where no providers are given extra visibility in exchange for advertising or sponsorship. Rather, he envisions earning revenues from offering value-added services outside of the core care provider services in the future.

With its effective search tool (Care Options Advisor), the inclusion of Web 2.0 tools (e.g., mapping facilities to show proximity to area hospitals), links to related blogs and news about care providers with feedback options, OurParents.com has aggregated a wide range of

