



## MEDIA KIT

### **Corporate Profile**

Susan Hyatt has been a consultant to governments and global technology companies around the world, with extensive experience in healthcare. When both her elderly parents took ill at the same time, she canceled a consulting contract in the United Kingdom and came home to Canada only to find that she couldn't navigate them out of the healthcare system and into new living quarters due to their dementia and inability to live on their own. This was despite all her knowledge and contacts.

"It was like a maze," Susan says. "After 40 years in healthcare I learned that nothing had changed all this time. The acute-sickness system is well funded but once you are discharged you are basically on your own, and seniors pay the price."

In 2012 she started Silver Sherpa Inc., a professional services company delivering crisis management for the elderly, along with advice in estate planning and life planning. Silver Sherpa helps the elderly – and their families – prepare and manage lifestyle crises caused by health issues, the loss of a partner, social isolation, and other life-changing issues. It also refers clients to a professional network of estate lawyers, financial advisors, and healthcare specialists. Silver Sherpa's growing list of clients includes the elderly, boomers and seniors, and families squeezed between meeting the needs of elderly parents and their own children. There is no other organization in Canada offering comprehensive elder management services.

COVID-19 is a wakeup call for the importance of preparing a life plan, and this is especially true for the elderly and their families. The 'new normal' means learning to live with risk. At a time when the healthcare system and

hospitals could be overwhelmed in dealing with the pandemic, Silver Sherpa can help you prepare and plan ahead. And stay resilient both physically and mentally. It has never been more important for the elderly and their family members to address these concerns than it is today.

Based in Oakville and serving Southern Ontario, Silver Sherpa deals with these challenges in three simple steps – Plan, Navigate, and Connect. A Client Director will help develop a comprehensive Personalized Living Plan, a Smart Ageing Audit, or a Crisis Assistance Plan. Silver Sherpa's management team, with extensive senior-level experience in both the private sector and healthcare, is well-versed in all aspects of elder management. All members of the team have been through the experience themselves with their own families.

Silver Sherpa's highly professional group of staff and advisors includes a Client Services staff and Business Advisory Team. Also included are experts in financial and estate planning for families with special needs and families with acquired brain injuries, and experts in long-term care planning and education.

### **Susan Hyatt - BSc (PT), MBA**

Susan Hyatt is the CEO and Co-founder of Silver Sherpa Inc., which was formed in 2012. She has been a corporate strategist and trusted advisor to governments and global technology companies, and has worked around the world. Susan is an entrepreneur who draws on more than 40 years of experience. She has been a corporate strategist, management consultant, business executive, teacher, expert in transforming health care systems, dealmaker, and clinical physical therapist. She is widely quoted on issues to do with eldercare, smart ageing, and estate planning.

Susan served on the Board of St. Michael's Hospital in Toronto, and in the United States was appointed as a founding member of the HIMSS (Healthcare Information and Management Systems Society) Global Enterprise Task Force studying global EHR initiatives. This is a global, not-for-profit

organization focused on better health through IT. She is also a member of the Canadian College of Health Service Executives and of the International Federation on Ageing. Susan served on the Older Adult Advisory Committee for the Council of the Regional Municipality of Halton as President of the Estate Planning Council of Halton. She is a member of the Oakville Chamber of Commerce and Verity Club in Toronto.

Susan holds post-graduate certification in Negotiations from Harvard Law School/MIT, a Masters in Business Administration with a specialty in international business from Griffith University in Australia, and a Bachelor of Science degree in Physical Therapy specializing in critical care/trauma from the University of Toronto. She also taught in the Faculty of Medicine at the UofT.

**Andrew Crane – B.A. (Hons.), LL.B., M.B.A.**

Executive Vice President, Corporate Development

Andrew is a seasoned business executive and lawyer who enjoys working with teams striving to 'make a difference' in society. He has held senior operations, corporate development, and executive roles at some of Canada's largest publicly owned (Rogers Communications) and privately held (St. Joseph Communications) media companies. Working with publications and websites representing everything from specialized trade brands to ubiquitous household names, he has experience across a broad range of activities from strategic planning, business integration and effectiveness to new business launches, joint ventures, and acquisitions. Andrew continues to operate a referral-based, law practice providing cost-effective, advisory services primarily to owner-operated ventures. He advises in matters ranging from initial start-up considerations and capitalization to key commercial contracts including the purchase and sale of both high-growth and maturing businesses.

Andrew holds an honours undergraduate Bachelor of Arts (Huron College at Western University), as well as a law degree and Master of Business Administration, earned concurrently (University of Toronto). He has successfully completed courses in public securities and investing (Canadian Securities Institute), business valuation (Institute of Canadian of Chartered Business Valuators), Strategic Planning & Management and Facilitative

Leadership (Schulich Executive Education at York University) as well continuing professional development courses in each year of law practice.

**Sharon Robson - RN**

Director, Client Delivery Options

Sharon Robson, RN, is Director, Client Delivery Options. She has over 30 years of experience in community health care and senior management, and an extensive background in managing change in complex environments. Sharon has led and implemented programs focused on service excellence, as well as building trusted relationships with both internal and external partners. In Ontario she has worked closely with Local Health Integration Networks and other community stakeholders. At Silver Sherpa Inc., Sharon leads the team of Client Directors to deliver exemplary service to clients. She is responsible for end-to-end delivery of the client experience and for monitoring quality performance metrics.

**Andrea Kho – BSc, CCPE, ARCT**

Director, Client Solutions

Andrea Kho is Director, Client Solutions at Silver Sherpa with an extensive background in pharmaceutical and healthcare marketing, sales, and research. Her focus is on creating long-term relationships and flexible solutions. Her experience includes collaborating with national and international teams across various fields and specialties in order to bring new products and services to market. In this regard she has created long-term partnerships with patient and consumer groups, healthcare provider groups, and institutions. At Silver Sherpa Inc., Andrea leads the key accounts strategy and develops key business partnerships.

## Fact Sheet

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Executive Team: Susan Hyatt – CEO and Co-Founder  
Andrew Crane – Executive VP, Corporate Development  
Sharon Robson, RN – Director, Client Delivery Operations  
Andrea Kho – Director, Client Solutions

Services: Immediate Elder Crisis Help  
Planning and Support Services  
Personalized Living Plan  
Sherpas for Life  
Smart Ageing Audit

Clients: Elderly who have family  
Elderly who have no family  
Adults with elderly parents  
Mid-Lifers  
Elder Orphans  
Special Needs families