

AGENCY WINS

CareScout brings on firm to build brand awareness

Prism PR will execute media relations campaigns to build brand awareness and drive coverage of CareScout's products and services.

By Jeremy Sodergren

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Rick Pendrick. (Image via Prism, used with permission.)

CareScout, a network of long-term care providers for aging adults to find and fund senior care, has retained Prism PR for its PR and SEO link building services.

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In 2020, Prism served as AOR for Seniorly, an online directory that helped older adults find senior living communities. CareScout acquired Seniorly in October 2025, and Prism was retained after a transition period following the deal. The relationship began January 1, 2026.

Prism founder and CEO Rick Pendrick is leading the account team with a staff of seven others. CareScout did all PR in-house prior to signing Prism.

"Rick [was] an incredible partner as we worked to grow the Seniorly business. He helped us thoughtfully develop both our thought leadership and PR strategies from the ground up. When Seniorly was acquired by CareScout, it was a total no-brainer to continue working with Prism PR in our new environment."

— CHRISTINE HEALY, HEAD OF BRAND, CARESCOUT

Healy previously served as chief growth officer of Seniorly before the acquisition.

Prism will execute media relations campaigns to build brand awareness, drive coverage of CareScout's products and services and elevate public profiles of the company's senior executives. The firm will also develop data-driven industry trend reports to generate earned media coverage and SEO backlinks.

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"We're working on a very cool campaign with a former Today medical correspondent, Dr. Art Ulene. He is attempting to break a world record for reaching the summit of Mount Kilimanjaro on his 90th birthday."

— RICK PENDRICK, FOUNDER & CEO, PRISM PR

CareScout is supporting Ulene's climb to reframe the conversation about healthy aging.

"A lot of coverage around seniors can often be negative. CareScout's mission is to ease the burden on families, so this is a feel-good story that we're really having fun with."

— RICK PENDRICK, FOUNDER & CEO, PRISM PR

Pendrick founded Prism in 2019 after a career in sports PR, working comms for NASCAR and the NBA. The agency operates remotely with 15 employees primarily based in New York and Miami.

CareScout is a subsidiary of Genworth Financial — the second publicly traded company to hire the boutique agency after Gaia in July 2025. In Q1 2026, Genworth reported total revenue of \$1.8 billion, net income of \$47 million, and a corporate segment loss of \$31 million attributed to continued investment in CareScout's growth.

SUBJECT TAGS

CareScout

Prism PR