Bob Bua
President of Genworth Financial’s Caregiving Division, CareScout

Bob began his career as an attorney with a large law firm in Connecticut before transitioning to the health care industry. After three years practicing law, Bob became a licensed nursing home administrator and served as the Assistant Administrator & Legal Counsel for a 300-bed, skilled nursing facility in New Britain, Connecticut, where he was responsible for day-to-day operations and legal issues.

Combining his long-term care industry and legal experience, in 1997 Bob developed the nation's first quality of care ratings system for more than 16,000 nursing homes in America. Using the database and ratings systems as a foundation, Bob founded CareScout, a company dedicated to helping Americans make intelligent, informed eldercare decisions. CareScout serves families and many of America’s largest insurance companies. In September 2007, Inc. Magazine/Inc.com recognized CareScout as one of the top 1,000 fastest growing private companies in America.

Bob is the author of The Inside Guide to America’s Nursing Homes: Rankings & Ratings for Every Nursing Home in the U.S. (Warner Books 1997). He has appeared on numerous radio and television programs including national public radio and NBC's THE TODAY SHOW.