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# EARLY ADOPTER PROGRAM

ENTERPRISE

## Meet Caregiven.

**Caregiven** is the creator of a safe, convenient, and easy-to-use caregiving platform that gives caregivers the structure, support, and guidance they need to manage the final years of a loved one through an on-demand, private, and judgment-free mobile resource.

As a digital engagement and support tool offered by life and health insurance companies and benefits providers to policyholders, members or employees with caregiving needs or obligations, **Caregiven** ensures aging or ill loved ones benefit from a higher quality of life, reduced healthcare, legal, medical and personal costs, and peace of mind navigating the last stages of their care.

Caring for an ailing or aging loved one is one of the fastest-growing issues today. In the United States, **20% of all employees - and 44 million people** - are caregivers who struggle to get the support they need to both care for their loved one and remain productive in the workplace. Caregivers frequently need to miss work, take a leave of absence, or ultimately resign to accommodate their caregiving duties. Overwhelm, stress, and anxiety are common feelings, with up to 70% of caregivers having significant symptoms of depression.

While this common struggle is personal in nature, **it's a looming issue for employers as well**. In fact, every year employers give up over **\$30 billion dollars due to lost productivity from presenteeism, absenteeism, staff turnover, and rehiring** attributed to employees with caregiving responsibilities.

*As a result, **employers face increased costs and employee turnover, impacting competitive advantage overall.***

# Why Employers Should Care About Caregiving

Our mission is to both support and empower caregivers and to **help employers cut costs, boost productivity, and better meet the needs of their employees.**

*In any given year, caregiving employees and their employers face:*

## INCREASED ABSENTEEISM

- Caregivers take **10-12 days off of work** to manage their caregiving duties. (And for many, days missed can be *much* higher.)
- **15%** of caregivers will take a **leave of absence** to care for a loved one.
- Caregivers take **126 million days of leave** to care for aging and ailing loved ones.

## DECREASED PRODUCTIVITY

- Caregiving **reduces work productivity** by **18.5%**.
- Supervisors spend **56 million hours** accommodating caregiver employees.

## INCREASED EMPLOYEE TURNOVER

- **40%** of all employees with caregiving duties have to **reduce their hours, move to a less demanding role, or quit.**
- **30%** of these employee caregivers have been with their company for **at least 10 years.**
- The **average replacement cost** is **\$15k per person.**

*By giving caregivers a helping hand, employers offer **meaningful support for their employees** who are struggling with caregiving duties.*



Beyond the obvious benefits of supporting the health and wellbeing of employees, research shows that **by offering tools like Caregiven** to employees, **employers see a significant boost in productivity and reduction in costs.**

## EMPLOYERS

- **Have increased productivity**, because employees miss less work, they can perform their roles as required and need less accommodation from peers and supervisors.
- **Have higher employee retention rates**, because employees feel healthier and more supported. In fact, research shows stress-related illness caused by caregiver anxiety and overwhelm is decreased by as much as 40%.
- **Have lower costs of rehiring and loss of institutional knowledge**, as employees are able to stay in their jobs.

Finally, **Caregiven** is a unique addition to your standard employee assistance program (Early Adopter Program) offerings. Research shows that 70% of employees with caregiving duties **want a digital tool** to provide this much-needed support, without needing to share **their most private details** with someone like a tele-health counselor or care navigator.

***Ready to offer Caregiven to your employees?***

# Introducing the Early Adopter Program

We are delighted to invite you to join our **Early Adopter Program**. Made available to a select number of organizations, the **Early Adopter Program** enables companies to roll out this powerful turnkey solution in a clear, step-by-step process, creating **measurable improvements and results**.

## *Here's how it works:*

### STEP 1 - PLANNING

Months 1 - 2

The program starts with a **one-day, on-site workshop**, where we share best practices for planning and employee engagement, help you set objectives and goals, and establish a baseline for reporting.

While we encourage you to have your HR benefits team at the table, you may also choose to have select people managers join in as well. We also recommend including your IT/Web manager as part of the rollout plan team.

After the workshop, we'll serve as **your partner to get you launch-ready** and provide you **a toolkit of marketing assets and resources** you can personalize, such as email templates and copy blocks for a seamless rollout for your employees.

### STEP 2 - LAUNCH

Month 3

In this stage, we'll collaborate to launch **Caregiven** to the initial employee department or business unit you've selected. From listing Caregiven on your benefits page to sharing the offering with a subset of your employees, we'll partner with you to ensure Carevien successfully reaches those who can benefit from the product.

### STEP 3 - MONITORING & REPORTING

Months 3 - 6

After the initial launch, we will monitor your employees' adoption and use of the tool, gathering results regularly in a way that both protects employee privacy and provides you with powerful data.

While respecting privacy, participating caregivers will be asked to measure the **Caregiven's** impact on their feelings of stress and overwhelm. Our team will gather results through 1:1 interviews and in-app surveys and anonymize the data before providing it back to your team.

After the first month of employee engagement, Caregiven will share a **preliminary report** including metrics such as:

- Employee usage and engagement
- Time saved for HR, managers, and employees
- Employee satisfaction (through an anonymous survey)

### STEP 4 - RESULTS & NEXT STEPS

Month 6

In this final stage of the **Early Adopter Program**, we have a second **one-day, on-site workshop, focused on results and next steps.**

We start by reviewing the final results of your departmental or unit rollout, enabling you to make data-driven decisions that will yield measurable results.

By the end of the workshop, you will have **a clear plan for a wider rollout**, either as a voluntary benefit or as part of your group benefits plan.

## Caregiven.

*Helping employers cut costs, boost productivity,  
and better meet the needs of their employees.*

**CAREGIVEN EARLY ADOPTER PROGRAM**

[www.caregiven.co](http://www.caregiven.co)

# Join Now

## ***Early Adopter Program Enrollment April 23 - June 30, 2020***

Participating companies must have **a minimum of 100 employees** (or be affiliated with the **Global Insurance Accelerator** program, with a preference given to investor companies).

If your company has less than 100 employees but would still like to participate in our program, please schedule a call with our CEO, Candice Smith, [here](#).

As a thank you, **Early Adopter Program** members will receive a lifetime discount on annual subscriptions as well as priority deployment of new features and updates.

***To become an Early Adopter Program member, book a discovery call with Candice Smith, our CEO:***

[\*\*SCHEDULE NOW\*\*](#)

We'd be delighted to walk you through the program and answer any questions you may have.

[www.caregiven.co](http://www.caregiven.co)