

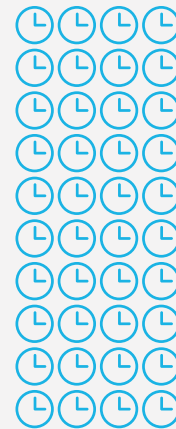
THE REAL COST OF CAREGIVING

1 IN 5

employees provides **unpaid care** to an older adult



According to research published by the Integrated Benefits Institute (IBI) in July, 2020, 18% of employees are eldercare givers, meaning they provide regular care to a family member or loved one. Percentages increase among women and individuals aged 45 and older.



1 in 5 caregivers provide **40+** hours of care in a week

IADLS

Instrumental activities of daily living

- Giving medicine
- Managing finances
- Running errands
- Preparing meals
- Providing transportation



4.1 IADLs are provided by caregivers on average.

ADLS

Activities of daily living

- Feeding
- Bathing
- Dressing
- Cleaning



53% of caregivers perform **at least one ADL** for their loved one. 5% perform as many as six.

- ▲ Financial strain
- ▼ Health
- ▲ Unplanned absences
- ▼ Acceptance of promotions

As the need to provide additional IADLs increases, a caregiver experiences financial strain and health decline, as well as increased likeliness to say no to career advancement opportunities such as promotions.





INCREASED BURDEN OF CARE = LOST PRODUCTIVITY

The result? Decreased productivity through reduced hours, performance issues, and turnover.

GUIDANCE FOR EMPLOYERS

- Targeted Assistance Programs
- Concierge-based solutions
- Customized caregiving plan through a digital platform
- Resource groups and community support
- Onsite childcare and backup elder care
- Increased awareness of resources

Experts agree—flexible schedules and paid leave are insufficient and ineffective at helping caregivers manage their personal responsibilities and their own health. Most caregivers used flex time to care for others, and additional paid leave does not reduce incidental absences caused by caregiver responsibilities.

Instead, assistance programs that provide personalized, concierge, digital support to caregivers and their families are recommended for improved employee well-being.

THE CARETRIBE SOLUTION



1:1 Support

The CareTribe digital platform provides personal, dedicated Care Navigator support to every employee



Personalized LifePath™

Action plans and curated content guide each employee along their care journey, from childcare to elder care



Relevant Benefits

CareTribe's platform maps relevant employer benefits (e.g., financial wellness, behavioral health programs) to the care journey, serving up the right benefits at the right time



Curated Products & Services

Leveraging CareTribe's marketplace of resources – getting help for IADLs such as prescription and meal delivery services, home safety products are in each employee's reach

Source:

Nicksic, Nicole, Peterson, Erin, and Gifford, Brian. "Balancing Work and Caregiving Responsibilities: Health and Productivity Implications." Integrated Benefits Institute (IBI). July, 2020.