



Care-on-Call

BACK-UP CARE | THE NEED

With over 65 million caregivers in the U.S.*, it's extremely likely that you and many of your colleagues are providing care for a family member. Whether caring for children, an elderly parent, or someone with special needs, working caregivers must juggle work and caregiving responsibilities.

This time-consuming task becomes even more challenging when regular care situations suddenly change. A tailspin of stress ensues and whether the result is absenteeism or presenteeism, care crises are bad for business.

*From 2010 Caregiving in the US Survey, NAC & AARP



Child Care | Senior Care | Special Needs Care | Tutoring | Housekeeping | Pet Care

CARE CRISIS

- A sick child can't attend day care or school
- Weather-driven school or day care center closures
- Sudden illness of an aging parent
- Unexpected no-shows by a sitter, nanny or senior in home care aide

The Care-on-Call Solution

With Care-On-Call, employees can easily broadcast their needs to available caregivers and quickly select trustworthy, reliable caregivers for children, pets, or senior loved ones at a moment's notice, putting an end to the stress and helping them get back to work.

Three Steps to a Solution

- 1. Breathe:** Go to the Care-on-call section of Care.com
- 2. Connect:** Post a job and send a broadcast message with your care request, either to your favorite care providers and/or to anyone who is available in your area.
- 3. Select:** Within minutes, find qualified and vetted caregivers that are available to help. Just as with any provider on Care.com, you can view background checks, references, or reviews to help make an informed decision, so all you have to do is make your selection and you're all set!

The screenshot displays the Care.com website interface. At the top, the Care.com logo is visible with the tagline "There for you™". Navigation links include "Hi, Tracy | Care Stories | Employer Program | Log Out" and "Refer Friends, Get \$10 | Help | How it Works | Have a question? Contact Us". A secondary navigation bar lists categories: "Children", "Adults & Seniors", "Pets", "Home", "Lifestyle", "Military Families", "News & Views", "My Town", "Safety Matters", and "My Care.com". A search bar prompts "Post a Job Today!" with a "Get Started" button and a search filter for "Child Care Provider" in ZIP "02135" within "10 miles".

The main content area features a headline: "In a bind? Try Care-on-Call™". Below this, it asks, "Is your child sick? Did your regular caregiver cancel? Care.com can help. Broadcast your needs and find last minute care." A "How it works..." section outlines three steps: 1. Breathe (Scrambling for care? Care.com can help connect you to mom-reviewed caregivers.), 2. Connect (Broadcast a message to caregivers near you in seconds. It's that easy!), and 3. Select (Review responses, request FREE background checks, and you're ready to interview.). A "Get Started!" button is prominently displayed.

A testimonial box states: "My sitter called in sick at noon. Thanks to Care.com, I found a sitter with a background check and 3 references and interviewed her immediately. She was at my home by 2:45!" attributed to Holley, So. Riding, VA.

At the bottom, a section titled "For everything you care about..." lists services for "Children, Adults & Seniors, Pets, Home & Lifestyle":

- For Children:** Babysitters & Nannies, Special Needs Care, Tutoring & Lessons, Child Care Centers, Au Pairs
- For Adults & Seniors:** Senior Care In-Home Care, Companions, Transportation, Special Needs Care, Tutoring & Lessons
- For Pets:** Pet Sitters & Dog Walkers
- For Home & Lifestyle:** Housekeeping, House Sitting & Personal Assistants



The Care.com Difference

With back-up care agencies, employees have no control over which care provider will be sent to care for loved ones. This uncertainty can lead to unnecessary anxiety and stress on top of an already existing care crisis. By using Care-On-Call, families have total control over selecting care providers, allowing employees to get to work and stay focused knowing their family is in good hands.

About Care.com

Care.com is the largest and fastest growing service for finding high-quality caregivers. Care.com addresses the unique lifecycle of care needs that families go through: child care, special needs care, tutoring and lessons, senior care, pet care, housekeeping and more. The service helps families find and select the best care possible based on detailed profiles, background checks and references.

Care.com's Workplace Solutions give your entire company full access to Care.com's nationwide network of trusted, vetted caregivers—helping your employees to better manage the demands of work and home, and to be more productive in their jobs. Introducing a Care.com benefit not only has a positive impact on the bottom line, but also on employee wellness and overall loyalty.