



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

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.com Back-Up Care Solution

With Care.com's Back-Up Care program, 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:** Employees visit the Back-Up Care section of Care.com.
- 2 Connect:** Employees then post a job and send a broadcast message with their care request, either to their favorite care providers and/or to anyone who is available in their area.
- 3 Select:** Within minutes, employees can find caregivers that are available to help. Just as with any provider on Care.com, they can view background checks, references, or reviews to help make an informed decision and select the care provider that's right for their family.

The screenshot displays the Care.com website interface for the Back-Up Care solution. 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", "Refer Friends, Get \$10 | Help | How It Works | Have a question? Contact Us", and a menu with "Children", "Adults & Seniors", "Pets", "Home", "Lifestyle", "Military Families", "News & Views", "My Town", "Safety Matters", and "My Care.com". A search bar prompts users to "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 the headline "Caregiver call in sick? You've got back-up." and a sub-headline "With back-up care, you're ready for anything. Get access to experienced local caregivers who are standing by to help." Below this, a "How it works..." section outlines three steps: 1. Breathe (posting a request), 2. Connect (instant messaging), and 3. Select (reviewing responses). A "Join Today!" 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, and Home & Lifestyle.



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.com's Back-Up Care solution, 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 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.

Visit us to learn more.

Visit: www.care.com/workplacesolutions

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