



Senior Care Program

Half the labor force will be caregivers within the next 3 years and this current generation of middle aged employees is the first to have more living parents than children; that comes at a high cost to businesses.

Care.com offers a full suite of senior care services to help caregiving employees at any point along the caregiving journey. Whether employees are just starting their caregiving journey and need to work with one of our senior care experts to create a care roadmap or they are looking to easily find safe, high-quality individual caregivers on their own, Care.com delivers.

Introducing a senior care benefit not only has a positive impact on the bottom line but also on employee wellness and overall loyalty. AARP reports that companies reap a \$3-\$14 return on every \$1 they spend on elder care benefits.



The Challenge:

- The cost to employers of absenteeism, workplace disruptions, and reduced work status of working family caregivers is estimated between \$17 and \$33 billion per year. To stem the flood of costs, “Employers should take proactive measures now to address these issues by making elder care resources available.”¹
- Female caregivers are absent from work an average of 2 days per month and male caregivers an average of 1 day per month.¹
- There is an estimated differential in increased health care costs between caregiving and non-caregiving employees, potentially costing U. S. employers an extra ~\$13.4 billion per year.²

1. The MetLife Caregiving Cost Study: Productivity Losses to U. S. Business (2006)
2. The MetLife Study of Working Caregivers and Employers Health Care Costs. 2010

Services Include:

- One-on-one consultation to proactively initiate the caregiving education and planning process, or address urgent, non-medical care needs.
- Comprehensive written care plans, including research on provider options, to provide clear, concise, actionable steps for caregivers and their families
- Access to a national credentialed provider network providing the highest level of care
- Rate negotiation on behalf of clients to ensure best pricing and employee savings
- Backup care, including coordination of services through Care.com’s credentialed provider network
- Access to individual caregivers through Care.com’s website, offering a range of services including personal care, errands, pet care, and transportation
- Ongoing consultation, providing continuity of support to address changing needs and circumstances
- Management training & ongoing education through webinars and seminars

The Solution:

Care.com’s senior care program provides a high impact benefit for your employees and your business.

- **Save on costs** related to absenteeism and presenteeism.
- **Increase productivity:** Caregiving has been shown to reduce productivity by 18.5% and increase the likelihood of attrition.
- **Attract talent:** 61% of employees say the reason they joined their employer is because of the benefits offered
- **Retain talent:** 69% of employees say a comprehensive benefits package is a reason to stay with their employer.
- **Improve employee loyalty:** 53% of employees say work-life programs, specifically, are an important factor in loyalty to their employers.

“ Faculty and staff at Santa Clara University were excited to learn that we are providing access to Care.com as part of their benefits package. We are happy to provide Care.com memberships because supporting our employees’ family needs contributes to greater satisfaction and work-life balance. Care.com’s Senior Care Counseling program has been especially well-received. A number of employees have shared that they are grateful for the guidance the senior care counselors have provided.”

-Ed Ryan
Assistant Vice Provost for Academic Affairs
Santa Clara University

Comparing Care.com

	CARE.COM	FREE WEBSITES	EMPLOYEE ASSISTANCE PROGRAMS (EAPS)
SCOPE OF SERVICES	1:1 consultative services to determine specific care needs, match different types of providers to care recipients using credentialed, national network and preferred pricing.	Limited to referral services based on broad needs, not specific to the individual.	Limited consultative ability with broad research and referral assistance. Delivers a (yellow pages) list of providers that are not credentialed.
QUALITY/ EXPERTISE	Counseling services are provided by licensed social workers with deep expertise in senior care.	Most do not have counseling services. If they do, the staff is marketing and sales (not social workers). Goal is often to maximize revenue from providers, so referrals may not be impartial.	Services typically not provided by professionals in senior care.
SAFETY	Rigorous, ongoing vetting process to screen providers for our network. Ensure industry standards and state licensure requirements are met. Providers cannot pay their way in, they must earn their way in.	List unvetted providers. Limited measures taken to follow up and remove sub-par providers.	Use unvetted providers with limited information.
VALUE	A trusted resource for qualified, personal, and impartial senior care guidance, helpful content and top quality providers. Saves a tremendous amount of time and alleviates some of the burden associated with caregiving.	For “do it yourselves” who have time to do hours of research and vetting on their own.	Typical elder care EAP’s don’t save employees time, headaches or money. “It was like going to the yellow pages” according to one employee. “ ¹

¹ As Parents Age, Baby Boomers and Business Struggle to Cope”, NY Times, 2006.