

# Caregiving for an Adult with Cleo

Designed to provide proactive and guided support for the changing needs of caregivers of an adult loved one.

28%

OF CAREGIVERS ARE MEMBERS OF THE SANDWICH GENERATION<sup>1</sup>

67%

OF ACTIVE CAREGIVERS ARE WOMEN<sup>2</sup>

1 in 4

UNPAID CAREGIVERS ARE MILLENNIALS<sup>3</sup>

70%

OF CAREGIVERS EXPERIENCE ANXIETY & DEPRESSION<sup>4</sup>

## Today's reality

### We are all caregivers or caregivers-in-waiting

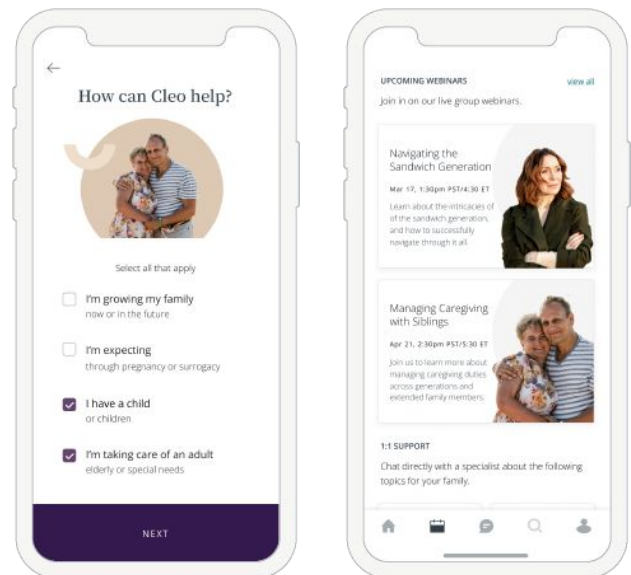
Whether we call it caregiving or not, the vast majority of the workforce has caregiving responsibilities. Moreover, as our population ages, new caregivers are created everyday. In fact, more new caregivers of an adult loved one are created every day than new parents.

### Caregiving impacts diversity, equity, and inclusion

The data is clear that caregiving responsibilities disproportionately fall on women. Moreover, culture norms, socioeconomic status, and other factors remind us that how we choose to support caregivers has a tremendous impact on the make-up of our workforce.

### The strain placed on caregivers is immense

Navigating and balancing work, self-care, and caregiving responsibilities places a substantial burden on caregivers, leading to anxiety and depression, physical health deterioration, lower productivity, burnout, and individuals leaving the workforce. Nearly half of Americans who are raising children under the age of 18 are also shouldering the responsibility of regularly caring for their aging parents in some capacity.



## SUPPORT FOR CAREGIVERS RELATED TO

- Caregiver confidence & self-care
- Mental health support for caregivers
- Holistic support across parenting & caregiving
- Condition-specific education & planning
- Homecare & transitions to senior housing
- Long-term planning (health, financial, legal)
- Navigating care recipient insurance benefits & community resources
- Caregiving from a distance
- Safety in the home
- Activities of daily living
- Social determinants of health
- Awareness and navigation to relevant caregiver benefits
- Inclusive & culturally-concordant support
- Career coaching
- And more

## How Cleo supports

### Proactive, personalized 1:1 global support with a Cleo Guide and Specialist Network

Each family is matched with a Cleo Guide who empowers and equips caregivers to be more confident and competent in supporting their loved one's health, emotional, and long term care needs, as well as guides them on how to take care of their own wellbeing, career aspirations, and manage work and family responsibilities. In addition, families have access to a broad global care network of allied health professionals that can support targeted needs.

### Evidence-based LifePaths<sup>SM</sup> and Cleo's Family Health Index<sup>TM</sup>

Cleo leverages advanced analytics and evidence-based digital paths called LifePaths<sup>SM</sup> to support employees through their caregiving experience. For caregivers these include, but are not limited to, mental health support, condition-specific caregiving support, and guidance related to long-term care planning. Leveraging the Family Health Index<sup>TM</sup>, a multi-dimensional analytics tool, each member is assessed for their risk of burnout and supported with targeted interventions.

### Personalized app experience, curated content, live workshops, and group sessions

Families have access to a personalized app experience, including LifePaths<sup>SM</sup>. This includes expert videos and virtual group workshops on subjects ranging from "Support for the Sandwich Generation: Balancing Caregiving Responsibilities for Children and Elders" to "Caregiving at a Distance" to "Supporting a Loved One through the End of Life". Members can connect with their Guide or a specialist, navigate to other family benefits their employer offers, access career coaching, read curated content, join a community group, and more.

Sources: all refer to Caregivers in the United States  
 1. National Alliance for Caregiving 2. AARP 3. AARP 4. CDC