

Family Health Index™

An analytic tool to help you understand the needs of your working families

Overview

Cleo's Family Health Index™ (FHI) identifies parents and caregivers at greater risk of burnout and in urgent need of targeted and proactive intervention. The FHI allows Cleo to measure and track changes to a member's health over time, while providing timely support and actionable steps for improvement.

Cleo provides targeted interventions to directly impact and improve the health and wellbeing of employees, and their workplace engagement. Interventions include: education, 1:1 and group coaching, personalized support plans, peer-based communities, help finding child care, home care, senior housing or other resources, benefit navigation and more.



The health & wellbeing of caregivers can't wait

FROM CLEO'S BOOK OF BUSINESS FHI RESULTS:

83%

of parents are feeling **burdened** from parenting and caregiving

90%

of parents and caregivers report an **impact on their self care** and/or **general health**

41%

of parents and caregivers report an **impact to their emotional wellbeing**

Seven Dimensions of Caregiver and Family Health

The Family Health Index™ measures seven dimensions of family health allowing for a deeper, data driven view of caregivers in the workforce. Individual component scores are combined into a single score representing the Family Health Index™.

Confidence: Confidence in one's abilities to plan for and care for one's family and one's self

Caregiving Balance: Ability to make enough time for oneself; amount of burden from parenting and/or caregiving

Self-Care: Ability to care for oneself (e.g. sleep, physical activity, and/or healthy eating)

General Health: Self-reported rating of one's personal health and trend relative to a year ago

Emotional Wellness: Score on a validated depression/anxiety screener (PHQ-4)

Connectedness: Participation in social activities; feeling isolated or lonely

Family Support: Sense of support from one's family members and resilience to collectively adapt to changes

Cleo drives real outcomes

Emotional Wellness

78%

Of participants in Cleo's Mental Health Program report an overall improvement ¹

Caregiving Balance

80%

Of Cleo members agree that Cleo, in the past year, saved them time by providing the resources, answers or help needed as a working parent and/or caregiver ²

Family Support

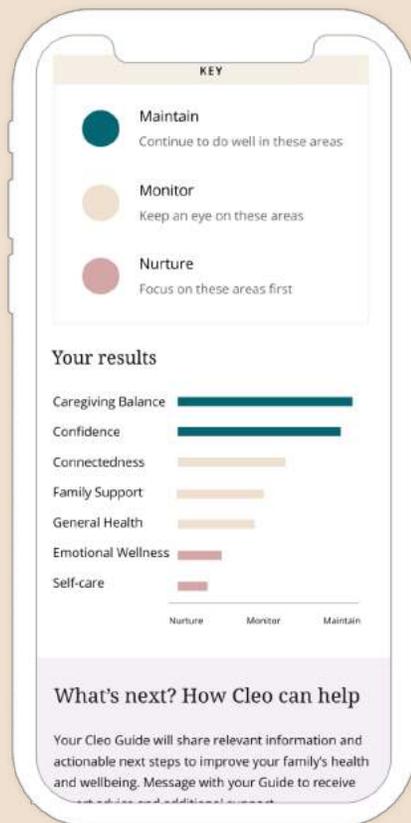
86%

Of Cleo members agree that Cleo helps them support the needs of their family ³

Confidence

71%

Of Cleo members stated Cleo helped them have higher confidence as a parent ⁴



How it works

1. Assess baseline Family Health Index score for member right after enrollment.
2. Identify high-risk and risk-rising members and provide meaningful interventions including curated digital pathways and support plans, benefits referrals, and access to experts.
3. Quantify the improvement in the FHI scores and member outcomes, and cost savings impact for the employer.

Cleo members will submit their results via the in-app measurement. Based on the results, Cleo Guides will actively recommend next steps including a personalized support plan, educational content, community resources and Cleo specialist sessions.

Cleo clients will see aggregate FHI workforce reporting that will identify top needs and key trends by region and life stage.

99%

of members engage with digital and/or Cleo Guide support within 1 month after completing the FHI assessment



Supporting the holistic needs of working families is critical to the diversity, retention, and overall success of our workforce and businesses - and we have to move beyond narrow views of our working families which we typically see in only our claims data when it's too late to intervene. The FHI is a huge leap forward, giving our clients and us a broader view of what's truly going on in the lives of our working families and thus, allowing us to make targeted interventions and investments to shore them up and improve their health and well-being."

CLEO CHIEF BUSINESS OFFICER,
Sarahjane Sacchetti