

Guide

Caregiver Benefits

Your Competitive Advantage in the Race for Top Talent



papa

TM

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INTRODUCTION

Today, 53 million, or 1 in 5 American adults, are caregivers.¹ And 70 million people in the U.S. will turn 65 by the year 2030,² significantly increasing the number of people who will become caregivers in the future. Despite the tremendous number of Americans who are affected by this reality, systems to support caregivers' needs remain insufficient.

Caregivers prioritize others, establishing a tricky balance between helping a family member in need and the other aspects of their lives, from their ability to work to their other relationships to their own wellness. Despite the added challenges on their plate, most caregivers are also members of the workforce. In fact, 73% of all employees are also caregivers.³

This balancing act can be as harmful to employers as it is to the caregivers themselves. U.S. businesses lose up to \$44 billion from absenteeism and reduced productivity related to caregiving.⁴

The disruptive effects of working and schooling from home in response to the COVID-19 pandemic further blurred the faint lines that separated work and life for many caregiving employees, with record numbers leaving the workforce due to overwhelming demands on their time.

What happens next has everything to do with how employers respond to the needs of employee caregivers. Employers who rise to the occasion to create cultures and benefits programs that celebrate and support caregiving employees will be rewarded with new levels of engagement and productivity. They will also gain a competitive edge in the ongoing race for talent—ensuring success for years to come.

In this guide, we'll explore:

- what caregiving looks like for today's employees
- impacts of current business models on caregivers and workplaces
- strategies for making caregiver support your competitive advantage



“There are only four kinds of people in this world:

- 1. those who have been caregivers,**
- 2. those who are currently caregivers,**
- 3. those who will be caregivers,**
- 4. and those who will need caregivers.**

Caregiving is universal.”

ROSALYNN CARTER,
Former First Lady of the United States

¹ National Alliance for Caregiving and AARP

² HR Morning

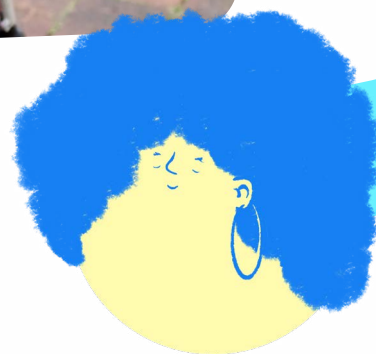
³ Harvard Business School

⁴ BlueCross BlueShield Association



PART ONE

The state of caregiving today



While caregiving is not a new challenge for employees, it has become increasingly visible in recent years. Learn more about who caregivers are, who they care for, plus how and why the landscape is shifting.

The prevalence of caregivers in your workforce

An increase in the number of working parents has collided with an aging population, resulting in greater numbers of employee caregivers than ever before.

Today, more than 1 in 5 Americans serve as caregivers, a 3% increase over the last five years.⁵ And a significant 73% of employees are caregivers,⁶ which means they are almost certainly represented within your organization's staff.



more than 1 in 5 Americans serve as caregivers.⁵



of employees are caregivers.⁶

⁵ National Alliance for Caregiving and AARP

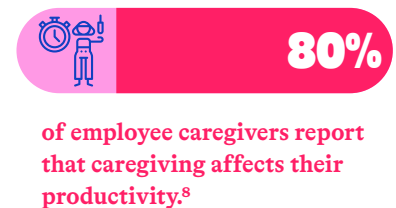
⁶ Harvard Business School



Barriers to identifying caregivers in the workplace

While caregiving employees are prevalent, it can be more difficult to identify them than it may seem. Employee caregivers have historically gone unseen in workplaces for several key reasons:

1. Most employees avoid sharing details about their caregiving responsibilities due to fear of repercussions in the workplace. Only 56% of caregivers have the confidence to tell their employers about their caregiving roles.⁷ Others may think that talking about their struggles is a sign of weakness.
2. Many employee caregivers don't consider their family responsibilities "caregiving." Instead, they just see it as part of life. They are doing what they have to do to help others and fulfill their roles as good parents, spouses, children, or friends.
3. There's a disconnect between how employees and employers view caregiving at work. While 80% of employee caregivers report that caregiving affects their productivity, only 24% of employers believe that caregiving influences their employees' performance.⁸ This disconnect may contribute to employees' hesitancy to draw attention to their needs.



⁷ AARP

⁸ Harvard Business School



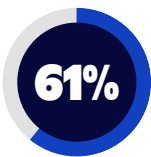
Caregivers are more likely to be from low-income households

54% more likely to be in households making less than

\$24,000/yr.¹²



Women are more likely to be caregivers



are women.¹⁰



BIPOC communities report the highest prevalence of caregiving

21% of Latinx

20% of African American

20% of Asian American

17% of White¹¹



Caregivers are more likely to be middle age



The average age of a caregiver is 49 years old.¹³

6% are Gen Z

23% are Millennials

29% are Gen X

34% are Baby Boomers

7% are Silent Generation¹⁴

Who they care for:



Adults

50%

50% provide care for parents or in-laws.

12% provide care for spouses or partners.¹⁵



Children

60%

33 million U.S. families have children under 18 years old.

60% of households with young children include two working parents.¹⁶



Adults and children

47%

47% of U.S. adults in their 40s and 50s have a parent 65+ and are either **raising or financially supporting** children.

They are known as the **sandwich generation** based on the double impact of caring for younger and older family members at the same time.¹⁷

¹⁰ AARP

¹¹ Family Caregiver Alliance

¹² Gallup

¹³ Johns Hopkins

¹⁴ National Alliance for Caregiving and AARP

¹⁵ AARP

¹⁶ Bureau of Labor Statistics

¹⁷ Pew Research Center



Caregivers provide an average of 24 hours of care each week—the equivalent of an additional part-time job.

Who they are and who they care for

Most people associate the term “caregiver” with medical staff or other paid professionals who look after children or adults. In reality, caregiving goes far beyond the typical assumptions. The bulk of caregivers is unpaid, supportive family members who do their best to provide critical help for loved ones.

While many caregivers continue working, they provide an average of nearly 24 hours of care each week—the equivalent of an additional part-time job—over an average span of 4.5 years.⁹

Anyone can be a caregiver, regardless of gender, age, or other demographics. But while caregivers represent all demographic groups, women, low-income families, and people of color are disproportionately impacted.



Types of care

The support caregivers provide is as unique as the needs of the people they care for. While many caregivers help family members with multiple needs, the challenges that top the list are simple but essential daily tasks. For example, 41% of caregivers help loved ones get in and out of beds and chairs, and 31% help with getting dressed. Transportation, grocery shopping, housework, and preparing meals are also among the most common types of care provided.¹⁸ Sometimes what's needed is simply a friendly face to provide companionship and keep spirits high.

Forty percent of care recipients live in the same household as their caregivers, and another 36% live less than 20 minutes from each other.¹⁹ For the 24% of caregivers who live farther than 20 minutes away, it can be especially stressful to coordinate travel, care, and services without additional local support.

**40%**

of care recipients live in the same household as their caregivers.

**24%**

of caregivers live farther than 20 minutes away.¹⁹

¹⁸ Pew Research Center

¹⁹ IBID

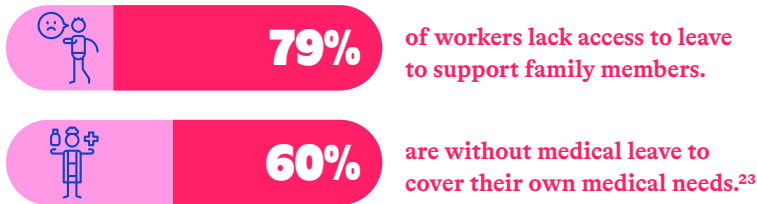
The pandemic's effect

The pandemic rapidly accelerated the need to support employees in their whole lives, not just their roles at work. Suddenly, sick family members had a harder time accessing medical care (and a greater fear of doing so). Children were home from school and needed help with virtual learning, and employee caregivers were working from home amidst frequent interruptions and demands on their time. In addition to putting added stress on the limited hours in their day, employees struggled to adapt to new ways of working while facing loneliness and social isolation. It was a tall order that forced record numbers to reconsider their priorities and leave the workforce altogether.

As rising vaccination rates send workers back to the office, employers are facing historic staffing shortages, fueling a race for talent. Yet worker well-being remains at record lows, with 44% of employees reporting that they feel more burned out than they were just one year ago, putting employers at risk for further losses.²²

A shifting cultural and political landscape

While COVID-19 highlighted the issues that caregiving employees face, the United States remains one of the only industrialized nations in the world without standardized paid leave.



In recent years, this unfortunate reality has come under greater scrutiny. Most Americans support paid leave, including 85% who believe workers should receive paid leave for their own health conditions, 82% agreeing that mothers should receive paid leave following birth or adoption, and 67% stating that employees should receive paid leave to care for family members.²⁴

Recently, standardized paid leave has become part of political conversations, affirming the unmet care needs of American families and raising awareness of the challenges they face.

²⁰ Flexjobs

²¹ Center for Global Development

²² Human Resource Executive

²³ Bipartisan Policy Institute

²⁴ Pew Research Center

Pandemic pressure on employee caregivers

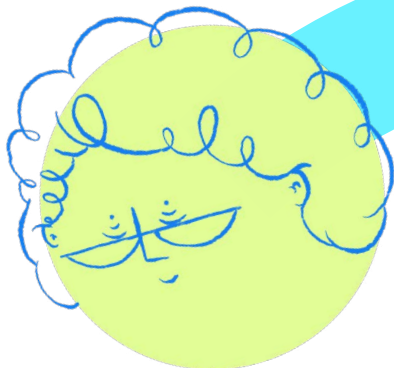
The great resignation



A disproportionate impact on women

Women took on 173 additional hours of unpaid childcare during the pandemic, compared to 59 additional hours for men.²¹





PART TWO

Impacts of caregiving on employees

A greater understanding of the many ways caregiving impacts employees can help forward-looking employers build empathy and drive creative solutions that will benefit all involved.

Understanding the challenges caregivers face

For millions of working caregivers, everyday life is a juggling act. Unexpected needs can pop up at any moment and rarely map to realities like work schedules, bank accounts, or the caregiver's own plans. Added responsibilities create a web of priorities that employees work to untangle daily.





Stress and burnout

Caregivers put the needs of others first, from the person they care for to their manager at work. Their plates are often full to the point of overflowing, making it hard to get everything done, balance responsibilities, or find time to relax. This is the perfect recipe for stress and burnout. Seventy percent of caregivers report adverse mental health symptoms, including 85% of those in the sandwich generation.²⁵

Financial strain

Forty-five percent of caregivers report at least one financial impact of caregiving, and 34% experience two or more financial impacts.²⁶ These impacts can include reduced savings, taking on debt, paying bills late, and more.

Those who leave the workforce due to caregiving responsibilities lose an average of \$304,000 in wages and benefits.²⁷ In addition to the immediate consequences of lost income, caregivers who stop working also reduce their future social security income potential, increasing the likelihood they will be unable to afford their own care as they grow older.

Mental and physical health burdens

While the number of caregivers is rising, their well-being is declining. Twenty-one percent of caregivers report that their own health is poor, and 23% say that their role as a caregiver has made their own health worse.²⁸ Stress can weaken immune systems, making caregivers more susceptible to colds and flu. It can also lead to behavioral health issues like drinking, smoking, and overeating that can cascade into a variety of short and long-term health concerns. As a result, caregivers suffer higher levels of heart disease, headaches, pain, acid reflux, and a host of other stress-related conditions.

Isolation and loneliness

Caregivers often feel unable to ask for help from others, especially in the workplace, for fear they will be perceived as unreliable or less committed to their careers. They also fear the potential of repercussions at work due to their caregiving responsibilities. As a result, 21% report feeling alone.²⁹

The numerous added pressures caregivers face can result in an ongoing series of unfair and impossible choices—like choosing between holding on to savings or paying for care that a loved one desperately needs. Or between showing up at work or averting a family crisis. These difficult choices can make work-life balance impossible to achieve and decisions that are in the caregiver's best interest feel selfish rather than smart.



70%

of caregivers report adverse mental health symptoms, including 85% of those in the sandwich generation.²⁵



45%

report at least one financial impact of caregiving.²⁶



21%

report that their role as a caregiver has made their own health worse.²⁸



21%

of caregivers report feeling alone.²⁹

²⁵ CDC

²⁶ AARP

²⁷ Working Nation

²⁸ National Alliance for Caregiving and AARP

²⁹ AARP



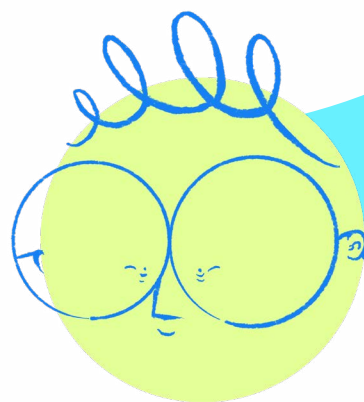
PART THREE

Transforming workplace with flexible caregiver benefits

Caregiving comes with many interrelated challenges that employers must face if they hope to address and mitigate its impact. Unfortunately, 52% of employers don't measure caregiving's toll, never realizing the burden of care felt by their employees.³⁰

Caregivers are a resourceful and dedicated addition to any team, and they should be celebrated and supported as an asset. One of their top concerns is meeting their demands at work. For example, studies have proven that mothers are even more productive and resourceful than women without children.³¹ Rather than struggling to create ideal workers, work towards creating an inclusive atmosphere so valuable employees can remain employed.

In this section, we'll examine how business as usual hurts employers and caregivers alike, and provide examples that demonstrate how caregiver benefits can turn potential negatives into positives.



of employers don't measure caregiving's toll.³⁰

³⁰ Harvard Business School

³¹ Federal Reserve Bank of St. Louis



The issues:

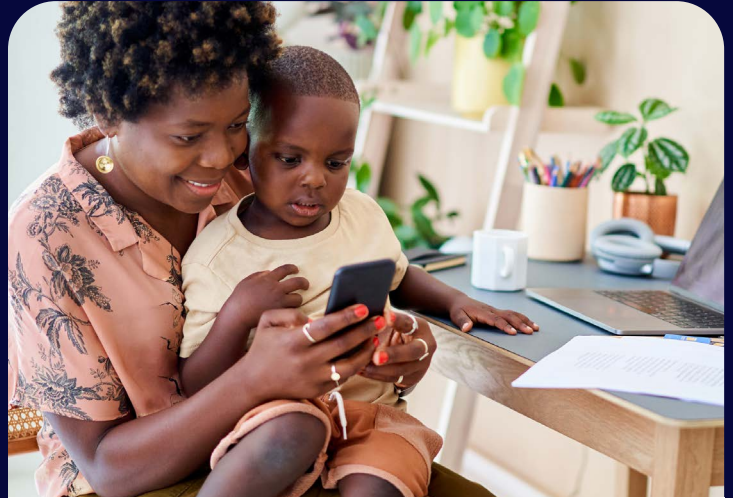
Absenteeism and lost productivity



It's estimated that caregiving costs up to \$44 billion in lost productivity each year.³²

In reality, caregiving needs and work schedules don't always align. Family needs can take a toll on productivity. Sixty-one percent of caregiving employees report at least one impact to their employment.³⁴ These absences hurt employees and employers alike. Employers name unplanned absences as a top behavior that undermines career progression.³³ Additionally, families are more geographically dispersed than ever, making it challenging to provide care without taking time off for travel.

Nearly one-third of workers looked for new jobs because their current workplace didn't offer the flexibility they needed³⁵ and 32% of employees have voluntarily left a job due to caregiving responsibilities.³⁶



Potential solution:

Flexibility makes work, work



Flexibility and remote work are far more common than they were before the pandemic, but as your organization considers shifting back to the office, remember that these options can be a life raft for a caregiver. Working flexible hours helps caregivers manage all of the responsibilities they juggle. If one day gets filled with caregiving responsibilities, they can adjust their work schedules to successfully fulfill both roles instead of taking time off. And while working from home may involve family distractions, it also helps caregivers cut out long commute times, giving them valuable time back in their busy days.

In addition to retaining employees, offering flexibility gives your organization a productivity boost. For every dollar you spend on flexible work arrangements, you can expect a return between \$1.70 and \$4.34 in decreased absenteeism and up to a 2.4% increase in productivity.³⁷

...up to \$44 billion in lost productivity each year

³² BlueCross BlueShield Association

³³ Harvard Business School

³⁴ AARP

³⁵ Flexjobs

³⁶ Ibid

³⁷ AARP and ReACT



The issues:

Lost talent and challenges reaching DEI goals



Fifty percent of employees aged 26-35 and 27% of employees aged 18-25 reported that they had already left a job due to caregiving responsibilities. Their top reasons for leaving were the costs of paid help, finding trustworthy and qualified help, and balancing work and caregiving responsibilities.³⁸

With so many employees leaving the workforce due to caregiving responsibilities, the turnover costs to employers are staggering. Replacing even a single employee costs employers 33% of that worker's salary.³⁹

Caregiving responsibilities disproportionately impact women and people of color, which means they are more likely to reduce their work hours or leave the workforce.⁴⁰ As a result, 28% of women with children under 18 left the workforce during the pandemic.⁴¹ In addition, 40% of caregivers identify as Black, Indigenous, or People of Color,⁴² putting them at greater risk for facing difficult decisions between keeping their jobs or caring for loved ones.



Potential solution:

Flexible family benefits



In a tight labor market, the benefits you offer make a difference. As diverse employees have additional caregiving needs, employers need to think about caregiver support differently to create a truly inclusive culture.

Examine your paid time off (PTO) rules to ensure they support the needs of different types of employees, including caregivers. Or, consider offering employee caregivers a paid family leave benefit on top of their existing PTO balance. Separating paid family leave from vacation time and sick days allows caregivers to dedicate time for their responsibilities without impeding on time off for themselves. Supportive PTO policies make a difference, since just 6% of caregivers with paid sick days or unpaid family leave stop working entirely, compared to 11% who stop working without those benefits.⁴³

Beyond time off, benefits like caregiver navigation support, child or elder care stipends, or in-home care can help support employees of all family structures.

...replacing an employee costs 33% of their salary

³⁸ AARP and ReACT

³⁹ EBN

⁴⁰ AARP and ReACT

⁴¹ EBN

⁴² Mental Health America

⁴³ AARP



The issues:

The rising cost of health care

Caregiving takes a toll on a person's mind, body, and spirit. Aside from the physical exhaustion caregivers experience, there is also a mental and emotional toll.

Added stress leads to increased likelihoods of a wide variety of health problems, from chronic pain to heart disease. One in five caregivers rate their own health as fair to poor and nearly one in four caregivers report caregiving has made their health worse.⁴⁴

Poor employee health translates directly to higher health care costs for employers, with a price tag of nearly \$13.4 billion each year directly attributed to the health effects of caregiving.

The cost of medical care among caregivers is approximately 8% higher than that over non-caregivers overall.⁴⁵



Potential solution:

Whole person well-being

Addressing stressors at the root cause, like alleviating the caregiving burden, is key to ensuring improved employee health.

When caregiving employees feel supported, it can be a tremendous relief. Not having to worry about repercussions at work reduces stress and its tax on employees' physical and emotional well-being. This can even allow them to renew focus on taking care of themselves, from increasing physical activity to eating better to getting enough sleep at night.

Working with vendor partners can help you develop caregiver-specific supports. For example, your EAP or behavioral health provider can help you share educational content and care pathways that improve the mental well-being of caregivers. Time-saving benefits, like in-home help, food delivery services, and more, can also be incredibly helpful.

annual lost productivity

annual health care costs

total annual cost to employers

\$44 billion + \$13.4 billion = \$57.4 billion

⁴⁴ AARP

⁴⁵ Family Caregiver Alliance

The multiple benefits of flexible family care

Employee caregivers often feel pulled in multiple directions, wishing they could be in two places at once. Access to reliable, qualified care can help employees feel calm and centered right where they are, enabling them to focus on work and other tasks knowing that their loved one is not alone.

For example, Papa provides high-quality, human help and companionship for employees and their families, from our friendly Papa Pals. They meet people where they are, ready to pitch in on a wide variety of non-medical tasks.

Papa is a single solution for multiple needs, from balancing caregiving responsibilities to relieving everyday stressors. Papa Pals can help by:



Backing working parents

Our Papa Pals love to play, but they also help with homework, snacks, meals, and more when Mom or Dad is working from home.



Caring for aging relatives

Employees can't be everywhere at once. We offer peace of mind with companionship and non-medical care for loved ones near and far.



Accelerating recoveries

Everyone gets injured or sick occasionally. Papa Pals ease the load and remove barriers to care, so team members can recover faster.



Freeing up time

Whether it's groceries, house or yard work, or taking Fido for a walk, Papa Pals put precious personal and professional time back in the day.



Supporting diversity and inclusivity

Papa Pals are diverse, just like your employees. We support families with different backgrounds, structures, and languages.



Creating an impact

Flexible family care simplifies complexity, engages employees, and addresses the root causes of physical and mental health concerns.





Turning employees into brand ambassadors

When employees who have struggled to balance caregiving and work feel genuinely supported and understood, they become incredibly loyal to your organization. These employees have greater longevity in their roles and are more likely to recruit others in their networks to join your team.

Employees talk about their experiences at work, and the internet has made it easier than ever for their stories to spread far and wide. From Glassdoor reviews to comments shared on social media, happy employees will enhance your reputation, helping you gain a lead that will be difficult for your competitors to overcome.





PART FOUR

Creating cultural change to support employee caregivers



Though it may feel tempting to jump to solutions, real cultural change is required to make a lasting difference your employees will feel. It can also be the competitive differentiator that will set your organization apart. Since only 26% of employers offer programs to help caregivers,⁴⁶ your organization has a tremendous opportunity to help break the stigma of caregiving and rise above the rest.



only 26% of employers offer programs to help caregivers.⁴⁶

⁴⁶ AARP



Start with leadership

Change starts at the top. If your leaders agree that supporting caregivers is important to your organization, employees will notice. Leaders can demonstrate their commitment by sharing stories about caregiving within their own families, communicating the value of caregiving employees, modeling work-life balance, or even leading training events. The more employees see their leaders treating caregiving as an inevitable and honorable part of life, the more they will begin to understand that it is something they can feel comfortable sharing at work.

Build a friendly culture

While change should start with leadership, it shouldn't end there. Consider ways to socialize employee caregiving, so it becomes part of your day-to-day work culture. Managers have a pivotal role to play, as they are the ones employees communicate with about schedules, time-off requests, and leave. Training managers in empathetic communication and making sure they are informed about caregiver benefits and company values will make the idea of caregiver support feel like a reality.

Since caregiving employees are often hesitant to share their needs with others, encourage managers to start the conversation themselves in one-on-one meetings rather than waiting for employees to request help. Simply asking people how they are doing and giving them space to speak as humans, rather than employees, can be incredibly powerful. The Sala Institute for Child and Family Care saw the difference this can make first-hand, after instituting a family stress thermometer as a tool to help patients and their families express their feelings. As Jennifer, one of their advisors shared, “Just being asked simple questions, ‘How do you feel? How are you?’ and opening the door to acknowledge how I’m really doing, as opposed to the mask that I wear as a mom, would have been so helpful.”⁴⁷

Once managers have taken the time to establish a rapport, regular check-ins can help employees feel supported on an ongoing basis, shifting their conversations from fear to confidence.



“Just being asked simple questions, ‘How do you feel? How are you?’ and opening the door to acknowledge how I’m really doing, as opposed to the mask that I wear as a mom, would have been so helpful...”

JENNIFER,
Advisor, Sala Institute for
Child and Family Care

⁴⁷ NYU Langone

Engage employee caregivers

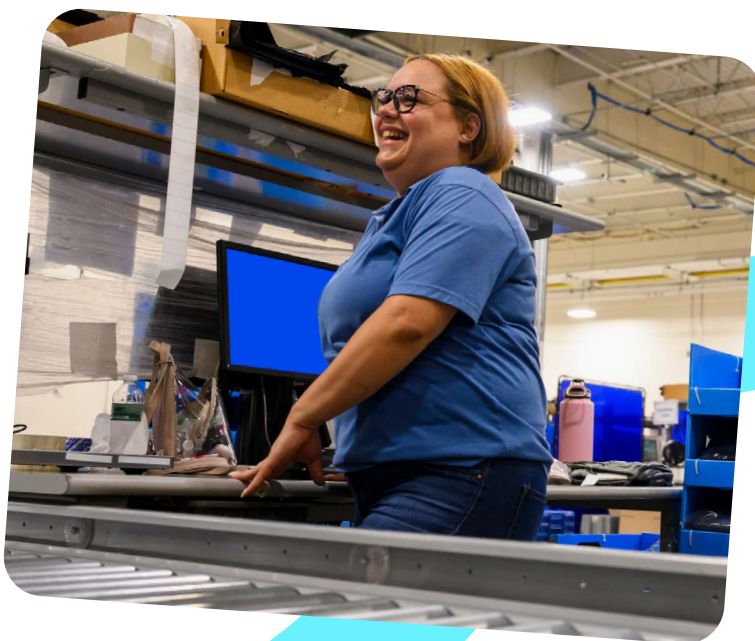
The best solutions come from including those you seek to help. Since caregivers may be hesitant to identify themselves, they may not feel comfortable sharing challenges in face-to-face conversations with leadership. Surveys can open the door to greater transparency by offering caregiving employees the opportunity to share details anonymously, removing the fear of repercussions.

Consider including thoughtful caregiving questions as part of regular, company-wide employee engagement surveys. If the surveys also include a variety of questions on other topics, these employees will feel less singled out.

Another way to ensure honesty and participation is to let employees know why you are conducting the survey and what you intend to do with the information you receive. Employees are more willing to participate if they believe that their efforts can make a difference.



Let employees know why you are conducting the survey. Employees are more willing to participate if they believe that their efforts can make a difference.



SAMPLE

Employee Caregiving Survey

1. Do you consider yourself a caregiver?

yes

no

2. Do you regularly spend time helping a loved one?

yes

no

3. Do you have children living at home?

yes

no

4. Do you provide care to a family member or friend who is not your child?

yes

no

5. How many hours per week do you spend providing care to a loved one?

0-5

5-10

10-20

20-40

40+

6. My caregiving responsibilities have conflicted with my work responsibilities.

strongly disagree

disagree

neutral

agree

strongly agree

7. My company fosters a supportive workplace for caregivers.

strongly disagree

disagree

neutral

agree

strongly agree

8. I'm comfortable talking to my manager about my caregiving responsibilities.

strongly disagree

disagree

neutral

agree

strongly agree

9. If caregiving benefits were available, I would take advantage of them.

strongly disagree

disagree

neutral

agree

strongly agree

After collecting input, it's important to close the loop by providing regular updates on your organization's response to what you learn. When employees see that your organization truly cares enough to make changes, they will be more likely to make positive contributions to your company's culture in the future.



Demonstrate commitment

Turning employee feedback into tangible benefits can be an incredibly satisfying aspect of this work. Priorities will vary depending on your team's interests, your industry, your organization's size and budget, and a number of other factors.

Provide ongoing communication

Communication is key. Regular communication about the importance of caregiving and the programs available to staff will lead to greater adoption and an even stronger culture. Consider the key points in your employees' journey where caregiving programs should be communicated, from onboarding new staff members to continued training. If you already have supportive policies and benefits in place at your organization, make sure your employees know how and when these benefits can be used in the context of caregiving. Providing a list of resources on an employee portal can also be a helpful reminder.

Remember to share information about caregiver benefits company-wide, not just among caregivers. This will help break down stigma and foster empathy between all types of employees. It will empower current caregivers to ask for help and help future caregivers feel comfortable with their options in case a family need should arise.

These critical steps will ensure employees understand that their well-being is valued, leading to higher trust, satisfaction, and engagement.



Caregiver benefits checklist:

- ✓ Flexible schedules and remote work options
- ✓ Flexible family care
- ✓ Paid time off policies
- ✓ Mental health benefits
- ✓ Peer support groups
- ✓ Counselors who help navigate available benefits
- ✓ Legal and financial advice
- ✓ Wellness programs
- ✓ Financial advice
- ✓ Caregiving stipends
- ✓ Respite care options



PART FIVE

How Papa can help

One benefit that supports the full caregiving continuum

Papa supports the people who support you, creating a win-win. We address often overlooked causes of employee burnout and departures—helping you attract, retain, and grow a healthy, happy, and productive workforce.

Help when and where it's needed

We offer flexible family care that lightens the “second shift” load by offering high-quality, human help from our friendly Papa Pals.

Papa Pals are our superpower. They are unbounded by the limitations of traditional assistance programs and the care delivery system, providing high-touch, non-medical care for employees and those who depend on them. Our whole-family support can be conducted virtually or in-person, in a variety of languages, by Papa Pals of diverse ages, backgrounds, and genders. Employees can count on support that's convenient, accessible, trusted, and secure.

Papa Pals give your employees peace of mind and precious time back in their schedules, helping them reduce stress, focus on work, spend more time with the ones they love, and even find time to care for themselves.



Papa Pals are here to help



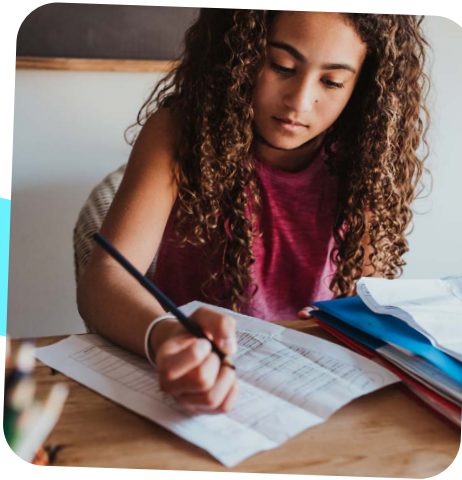
Older adults

Companionship

Tech support

Transportation

Grocery shopping



Kids

Fun activities

Learning assistance

Healthy snacks

Homework



Your employees

Pet care

Light housework

Light yard work

Illness or injury support

And much more!

Flexible family care when, and how it's needed



Seamless integration into your benefits ecosystem

Employers who offer Papa as a caregiving benefit experience reduced absenteeism, increased productivity, and enhanced ability to attract and retain top talent.

Papa integrates seamlessly into your existing benefits system. We help you simplify internal administration time and costs, reduce the confusion created by multiple point solutions, increase adoption of digital health solutions, and support employees with illnesses and disabilities in returning to work.

Easy employee access and robust employer reporting

Our user-friendly, Papa Care app makes employee enrollment, access, and feedback a breeze. Here's how it works:

1. Employees sign up through our app or by phone.

We work with you to introduce the new benefit, educate employees, and drive enrollment. We offer co-brandable materials and proactive outreach to encourage adoption.

2. We match them with Papa Pals, based on their needs.

Employees use the app to request in-person or online visits with Papa Pals. Our smart algorithm finds the best match for a playdate, personal task assistant, or visit with grandma.

3. Feedback and data drive continuous enhancements.

We gather information at every visit to ensure your employees are engaged, satisfied, and getting the help (and results) they need. Our vetted and highly-trained Papa Pals make an impact you'll feel organization-wide.

Supporting the people that support you

Whether your employees are caring for an aging or ill loved one, need help entertaining the kids while focusing on other things, or just need a little time back in the day for themselves—Papa helps you better support the people who support you. Getting started is a cinch. Just six short weeks from kickoff, you'll be ready to introduce your new benefit (with help from Papa)—and start making a measurable impact in the lives of your valued employees, and their loved ones. Give your employees the flexible family care they need, with Papa.





**We believe that alone is
an illusion, and together
should never be more
than a phone call away.**

**Because that's the
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