

Engagement Portfolio





Without Family First, I would have had to take time off work to set up care for my mom in California. My Care Team handled all that, coordinating home care and transportation to all her follow-up appointments.

JEFF P, EMPLOYEE

My brother was handling my dad's return home after a recent hospitalization. He was overwhelmed and stressed out. Family First was able to assess my dad's needs, put supports in place, and help my brother with his anxiety. Such a blessing!

KATIE B, EMPLOYEE



Thank you for choosing Family First. We're thrilled to have you as a partner!

This document demonstrates the many ways Family First engages with employers and their employee population.

This portfolio offers several impactful ways to raise awareness of Family First services and how we can support different caregiving scenarios.






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01 WELCOME KIT

The Family First Welcome Kit is the most effective form of communication because it acquaints employees to Family First. Welcome kits are mailed to employees' homes and include a personalized letter, which is endorsed by the Chief Human Resources Officer or Total Rewards Officer. We also recommend a welcome email be sent to employees.

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Bringing work and life
back in balance

Brought to you by <EMPLOYER>

The <LAST NAME> Family
Street Address
City, State
ZIP CODE USA


Dear <TITLE> <LAST NAME>,

As employees transitioned to working from home, many found themselves trying to balance the roles of dedicated, productive employee and caregiver at the same time.

The impact on both mental and physical health has been significant and many experts predict the fallout could last for years.

Not to worry. With Family First, you and your loved ones have access to an Expert Care Team. By solving caregiving challenges Family First can help relieve caregivers of stress and heartache, allowing you to be more balanced and fully present, whether you are at work or at home.

Signed,
<CHIEF HR OFFICER>

Without Family First, I would have had to take time off work to set up care for my mom in California. My Care Team handled all that, coordinating home care and transportation to all her follow-up appointments.

JEFF P., EMPLOYEE

We're here to help. [Get started with Family First today.](#) www.family-first.com





02 EMAIL COMMUNICATIONS

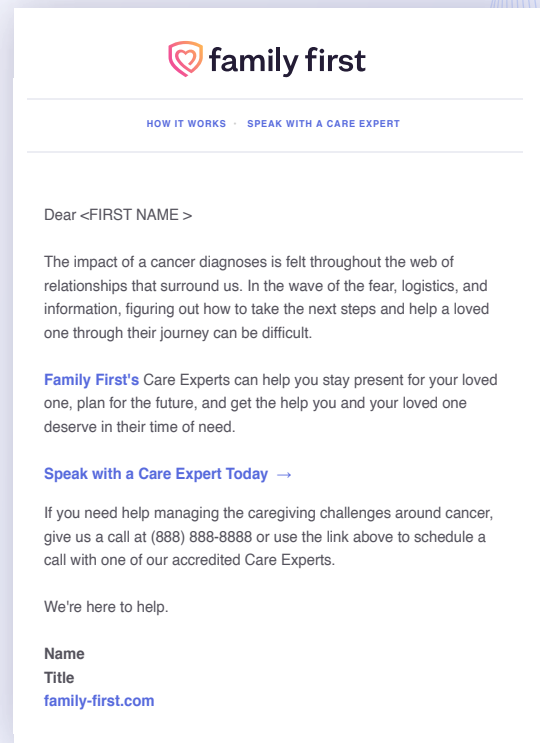
Email allows you to digitally raise awareness of Family First to drive utilization. The Family First Client Success team will work with you to identify the appropriate themes, based on the caregiving struggles your employees are experiencing the most. We recommend quarterly emails so that we capture the attention of employees at the time they need the most support.

Delivery Methods

- 1 Direct to employee (preferred)**

Family First can email employees directly. These emails can be co-branded. This delivery method allows us to report on marketing analytics and is generated based on the provided email list.
- 2 Outlook File**

We can also provide an HTML Outlook file that can be sent from your company's benefits department without needing to supply internal email addresses. This delivery method does not allow for marketing analytics.





02 EMAIL COMMUNICATIONS (CON'T)

How we work with employers to craft and deliver email communications:

Newsletter messaging

We deliver content and language to our employers to include in their own company newsletters. This is an effective mode of communication, and we recommend four inclusions each calendar year to maximize utilization.

Conjunctive messaging

An effective way to increase the impact of a message is to duplicate the delivery. With any scheduled home mailer, an email communication should also be sent to tie into the topic of choice.

Independent messaging

Email messaging can also be crafted independently of the home mailers or their topics. Depending on trends and needs, we can integrate topics relevant to your member population in a timely manner.

Targeted messaging

Like targeted mailings, emails can be targeted to specific groups with a tailored message to increase impact.

Campaign messaging

Similar to conjunctive messaging, deploying a message across a number of outlets – including email, digital posters, and more – amplifies our message and chance that employees respond to our call to action.





03 MAILERS

Each year, Family First will provide one mailer to ensure that the family caregiver at home does not miss the opportunity to learn about Family First. We recommend the Welcome Letter for the program launch, followed by postcards each subsequent year.

Topics for mailings include:

- + Finding peace-of-mind for caregivers
- + Caregiving solutions to promote mental health
- + How to support your return to the office
- + A guide for the 'Sandwich Generation'

We can also highlight specific concerns:

- + Elderly parents
- + Loved ones with special needs and behavioral conditions
- + New and chronic diagnoses
- + Substance use disorders



DO YOU HAVE A PLAN FOR THE RETURN TO WORK?

Your free caregiving benefit with Family First can help with the transition back to the office.
Learn more at www.family-first.com

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Family First provides caregivers and their families unlimited access to a highly-trained Care Team offering real solutions for any caregiving problem.

- + Care Teams comprised of accredited nurses, social workers, behavioral specialists, Harvard-trained physicians, and more.
- + A comprehensive approach that addresses mental health, family dynamics, logistics, and difficult decision-making.
- + Centralized portal facilitating communication between caregivers, loved ones, and their Care Team.

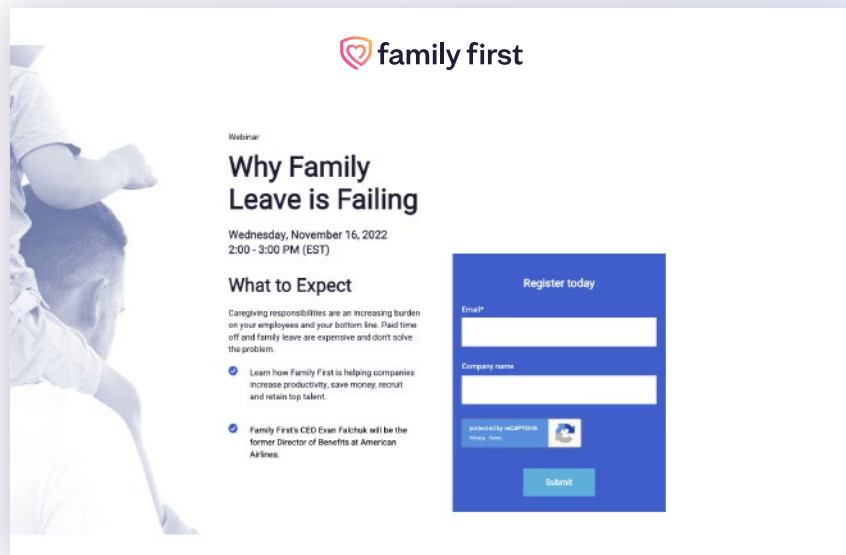
It's easy to start a case with Family First. Give us a call or start a case online to speak with a Care Expert today

 877-585-7090  www.family-first.com  6 Liberty Square
Boston, MA



04 WEBINARS & EVENTS

Family First periodically hosts employee-focused webinars to educate and facilitate communication around specific topics, newly released survey data and product features. These may be hosted in conjunction with the employer and include guest speakers who are experts on the topic at hand.



In addition to webinars, Family First also hosts virtual office hours to educate HR leaders and/or employees on the Family First benefit.



05 TARGETED COMMUNICATIONS

Our thirty-year operating history has taught us a lot about predicting and avoiding caregiving catastrophes. This experience and our AI technology allows us to identify and target specific employees who are most likely to benefit from our services. Alternatively, we can receive member lists from your other point solution vendors to generate targeted emails.



When targeting employees, it is all about getting the right message to the right person at the right time.



06 EDUCATION MATERIALS

Family First regularly produces educational content on caregiving challenges. PDFs, MS Word and MS Outlook files of our thought leadership may be provided to you at no cost. This material can be distributed to employees and/or hosted on your company's benefit site or intranet.

Topics include:

- + Caring for your Mental Health
- + Navigating Complex Family Dynamics
- + Avoiding Caregiver Burnout
- + Guide to Doctors Visits as a Caregiver
- + Tips for a parent caring for a disabled, injured, or chronically ill child

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Caregiving solutions to support mental health

Family First works with employees to solve the caregiving challenges causing them stress and heartache, so they can once again be fully present at work.

Increased caregiving responsibilities are creating a work-life imbalance that impacts your business.

70% Of caregivers experience work-related difficulties	57% Report significant stress, anxiety or depression	39% Leave their job to care for a loved one
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Top 5 reasons causing caregiver stress

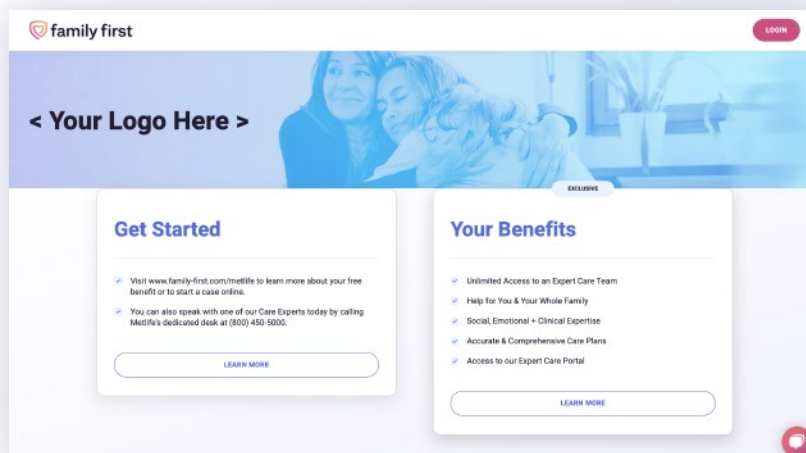
- MENTAL HEALTH
- ELDERCARE
- FAMILY DYNAMICS
- LEGAL ISSUES
- CHILD & ADOLESCENT WELLBEING

We're here to help. www.family-first.com



07 INTRANET INTEGRATION

Company benefits pages and intranet sites are often the first place employees go to learn about their benefits. For this reason, it's important we integrate as closely as possible with companies to showcase all that Family First has to offer. We provide language for benefits guides, digital banners, video links, FAQ sheets, social posts and more.



In addition, Family First will provide a monthly awareness calendar that can be used to raise caregiving awareness around different medical conditions. This content can be used on LinkedIn and Twitter to boost utilization.




08 WORKPLACE AWARENESS

Having a presence within the workplace is a great way to raise awareness to let employees know they are not alone in their caregiving journey. Family First can provide digital displays for screens and flyers to be displayed in lunch rooms or benefits boards.

09 BENEFIT FAIRS

Company benefits fairs are a valuable opportunity to raise visibility of the Family First benefit. Family First can provide branded materials to support these events.

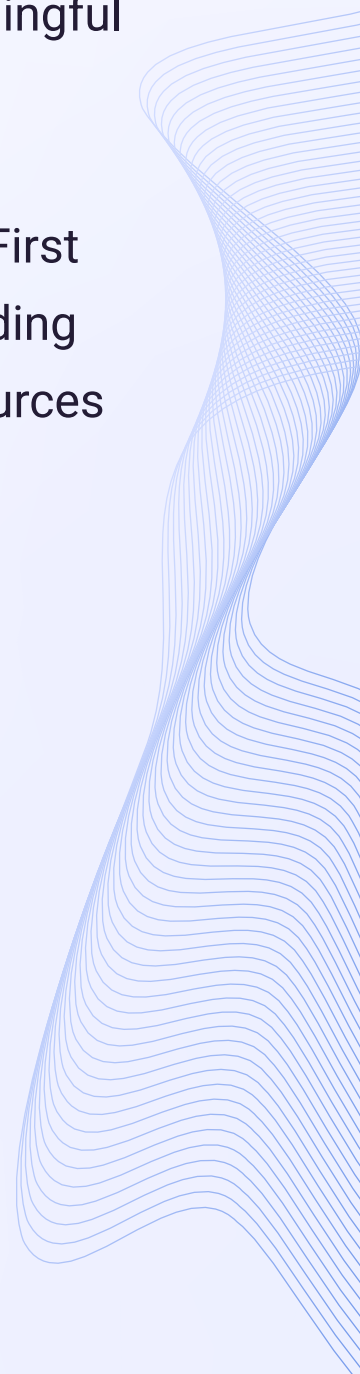




10 HR KIT

Family First has an extensive collection of ways in which we can engage with your employees and encourage meaningful utilization of our service.

Once an engagement strategy is agreed-upon, Family First will provide a zip-file of engagement materials – including FAQs and service descriptions – so you have the resources you need to educate employees about Family First.





YOUR UPCOMING ENGAGEMENT STRATEGY

When building your engagement plan, we recommend at least 7 communications to optimize utilization. This approach is based upon the seven touches principle of marketing, and we will provide a communications strategy outline.

Here's a guide to get started:

ENGAGEMENT OPPORTUNITIES

WELCOME KIT

Q1 NEWSLETTER

Q2 FAMILY FIRST OFFICE HOURS

Q2 EDUCATION WEBINAR FOR MANAGERS,
DISABILITY & LEAVE MGMT TEAMS

Q3 SOCIAL MEDIA POST

Q3 FAMILY FIRST OFFICE HOURS

Q4 ARTICLE/MEMBER TESTIMONIAL