

**We believe no one
should go through
caregiving alone.**



Caregiving Crisis

The background features a dark purple field with several large, overlapping, organic shapes in a lighter purple and a vibrant orange. These shapes resemble stylized, flowing forms that could be interpreted as abstract representations of people or interconnectedness.

Who are caregivers?



Parents
To-Be



Parents of
Young Children



Parents of
Young Adults



People who need
support caring for
themselves while
caring for others



People caring for
adults with a long
term illness or
disability



Friends and family
Supporting mental health
and wellness journeys for
children, young adults,
adults and veterans



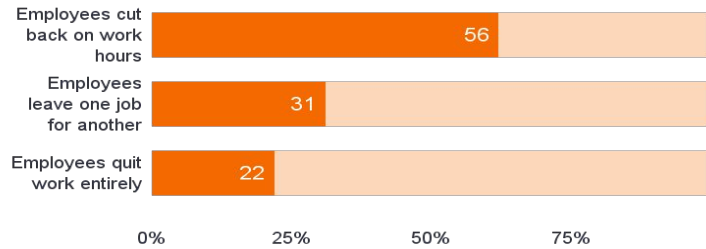
Children,
neighbors and
friends caring
for the elderly

73% of employees
are caregivers

54+million in US

Caregiving is costing employers over \$50 billion annually.

That's an estimated \$3,200 per employee.



- 24+ hours per week are spent on caregiving responsibilities, on average
- 70% of caregivers fear they'll have to leave the workforce to support loved ones
- 53% of caregivers went in late, left early, or took time off
- 26% of personal income is spent on caregiving

Caregiving disproportionately affects women and minorities



Caregivers are an employee identity group and can often be marginalized. Cariloop focuses on customized aid, relieving daytime caregiving demands, and inclusion of all employee benefits to realize the greatest ROI for the member possible.

Gender

Women largely take on more caregiving responsibilities than men, leading to gender disparity and decreased career opportunities for caregiving women.

Race + Ethnicity

Cultural norms and family structures of already marginalized groups can lead to discrimination in the workplace and limit their career opportunities.

Age

Older workers may face age discrimination in the workplace and be passed over for promotions or other opportunities.

Disability

Caregivers with disabilities may face additional barriers of access and discrimination from service providers.

Socioeconomic Status

Low-income workers who may have less access to paid time off or other benefits also have a higher need to maximize the value of their benefits.



73%

of employees are
caregivers

*Harvard Business
School*

On average,

24+

hours per week are
spent on **caregiving
responsibilities**

*Caregiver Action
Network*

Caregivers are
the **fastest-growing
employee group**

*Society for Human Resources
Management*

MIND

57% of caregivers experience *clinically significant* levels of stress, anxiety or depression.

Blue Cross Blue Shield
Association

BODY

Caregivers suffer from increased rates of physical ailments, tendency to develop serious illness and have high levels of obesity and bodily pain.

Family Caregiver Alliance

WALLET

26% of personal income is spent on caregiving.

AARP

Not taking action to support caregivers creates a huge risk for the business



Productivity

80%

of caregivers say caregiving affects their productivity at work

Harvard Business School

Retention

39%

of caregivers leave their job to care for a loved one

Family Caregiver Alliance

DEI Goals & Progress

Caregiving disproportionately affects women and historically marginalized communities

Family Caregiver Alliance

Delivery Model

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Cariloop Support Model



Meet members where they are...

Provide a dedicated Care Coach

Connect to personalized digital tools and resources

Continual support for the stages of life

Maximize available benefits for complete support



App

12+ Avg. years of experience
2 hr response time
W-2 Employees



Portal

Diverse credentials to support all services:



Text

- Licensed Master Social Worker



Phone

- Oncology Patient Navigator
- Pediatric Nurse Practitioner



Email

- Certified Case Manager
- Chemical Dependency Counselor



Video Chat

- Certified Dementia Practitioner
- M.Ed Guidance Counseling
- ASL/ESL Specialist & more...

Member Portal

streamlines member coach communication, critical resources, documents, and communications.

- Medication tracking
- Provider tracking
- Care planning

Caregiver Marketplace

robust, accessible and trusted provider network for in-home:

- Child care
- Tutoring
- Pet care
- Senior care
- Cleaning / Household help

Cancer

Alzheimers/Dementia

Hospice

Medicare/Medicaid

Childcare

Fertility

Pregnancy

Return-to work

IEP/504 Planning

College Planning

+ all Adult/Eldercare, Pediatric/Childcare and Education needs

EAP

Medicare/
Medicaid

Health
Navigation

Physical
Wellness/
Nutrition

Fertility

Financial
Wellbeing

MSK
Benefits

Telehealth

Supporting your people through all life's journeys



Family Planning

- Prenatal prep
- Locating fertility clinics
- Exploring adoption
- Surrogacy
- Leave support
- First will creation
- Return to work planning



Early Childhood & Teens

- Daycare/nanny/babysitter placement
- Pediatrician search
- PT/OT/SLP evaluations
- Down syndrome/Autism diagnosis
- Nutrition
- Finding summer camps
- Mental health guidance



Education & College

- Navigating early intervention (Developmental delays or disabilities)
- Special needs diagnosis support
- IEP/504 meetings
- Locating tutors
- After school care
- ESL learning
- School transfers



LGBTQ+ Support

- Adoption, surrogacy and fertility resources
- Gender affirmation
- Vetting LGBTQ+ friendly providers, attorneys, pharmacies, etc.
- Transition resources



Adult Support & Self Care

- New diagnosis navigation (cancer, dementia, diabetes, etc.)
- Finding doctors
- Locating and vetting counselors or therapists
- Family dynamics
- Providing domestic violence resources



Veterans Support

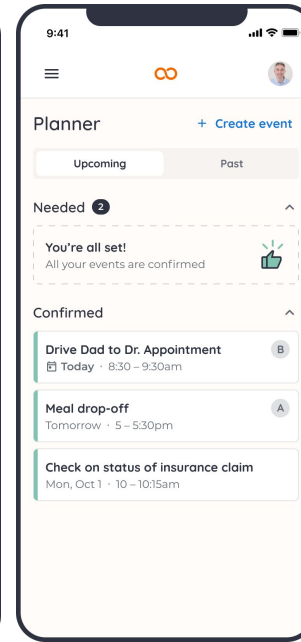
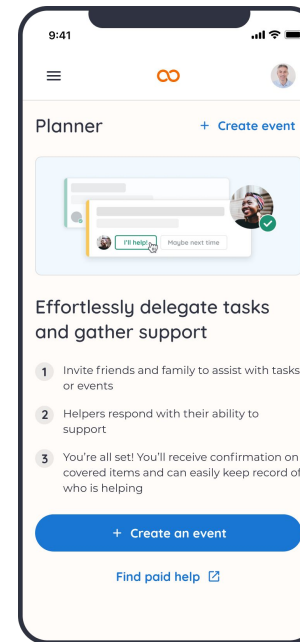
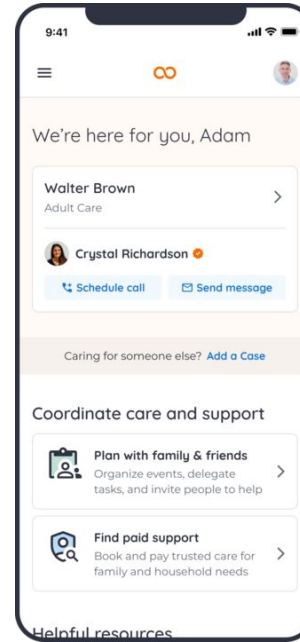
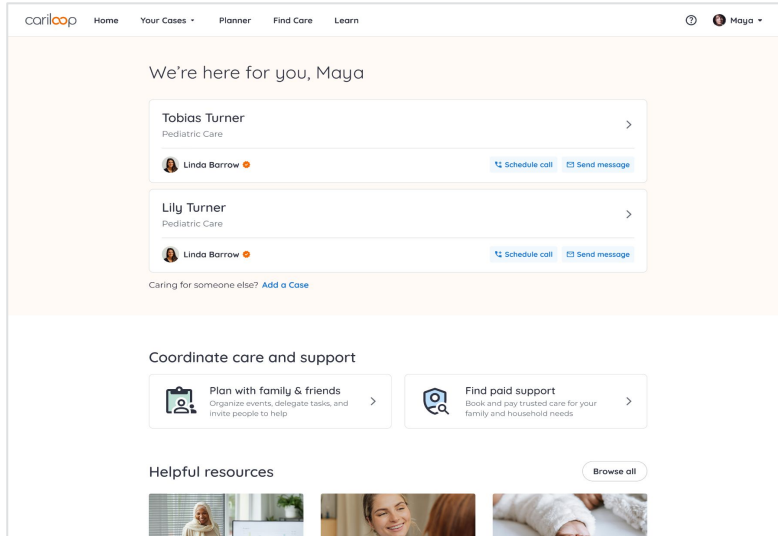
- Understanding VA benefits and eligibility
- Navigating VA Health Care and pensions
- Understanding how insurance, VA benefits, and Medicare work together



Elder Care

- Finding & vetting assisted living, nursing homes, hospice, etc.
- Medicare/Medicaid enrollment
- Wills/POA/Advanced Directives
- Dementia support
- Difficult conversations
- Transportation resources
- Finding elder care attorneys
- Sales of a home

Personalized Digital Tools & Resources



Our New and Enhanced Digital Experience

- Provides personalized content and resources
- Seamlessly connects members/families to their dedicated Care Coach
- Helps streamline access to critical documents, information and communications

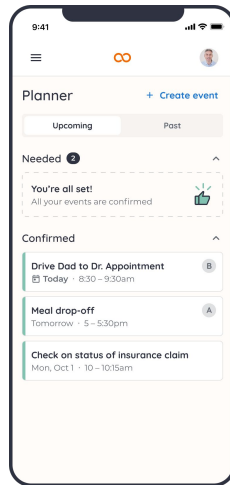
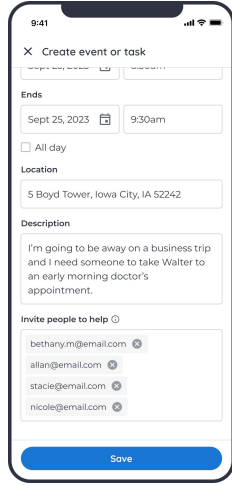
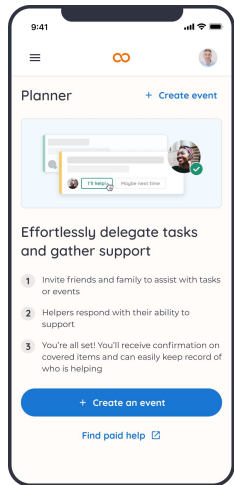


New in 2024: Care Help and Planning



Coordinate Care and Support

Seamlessly request help from family and friends or source paid care providers



Brother

Best Friend

Sister

Create a task with a specific need



Submit a request for help to your personal network. They can accept or decline and add the task to their personal calendar



Members can use the Planner tool to manage all care requests and easily access the Caregiver Marketplace when friends and family are unavailable.

Caregiver Marketplace

Find, book and pay for care using a robust, accessible and trusted network for:



Backup Care



Full/Part-time Child Care



Tutors



Senior Care and Home Help



Pet Care

- Self-serve and on-demand
- Reliable, convenient and easy to use
- Occasional, part-time or full-time needs
- Optional program/stipend administration
 - Employer controls stipend amount
 - Dollars immediately available in member accounts
 - Invoiced after utilization

Backup Care



Caregiving Employees

Reduce stress, manage costs, and allow employees to be more present with their loved ones.

- New Hire
- Leave of Absence
- ERGs
- Wellbeing Programs



Managers

Train managers to identify caregivers, refer to Cariloop

- Manager Training
- Caregiving 101
- How to ID a Caregiver



HR Leadership

HR Leaders are de facto Care Coaches. Free up your HR team to focus on strategic initiatives.

- HR Training
- Benefit Fairs/AE
- Recruiting Efforts



Enterprise

Improve employee productivity, attraction and retention of diverse talent, reduce LOA's and improve return to work ratios.

- Careers page
- ESG report
- DE&I activation



The Voice of the Caregiver

Hear real stories of how Cariloop has impacted specific lives of the caregivers we serve.



Multi-channel engagement customized for your employee experience



Embed Cariloop in existing programs and benefits

Recruiting
Onboarding

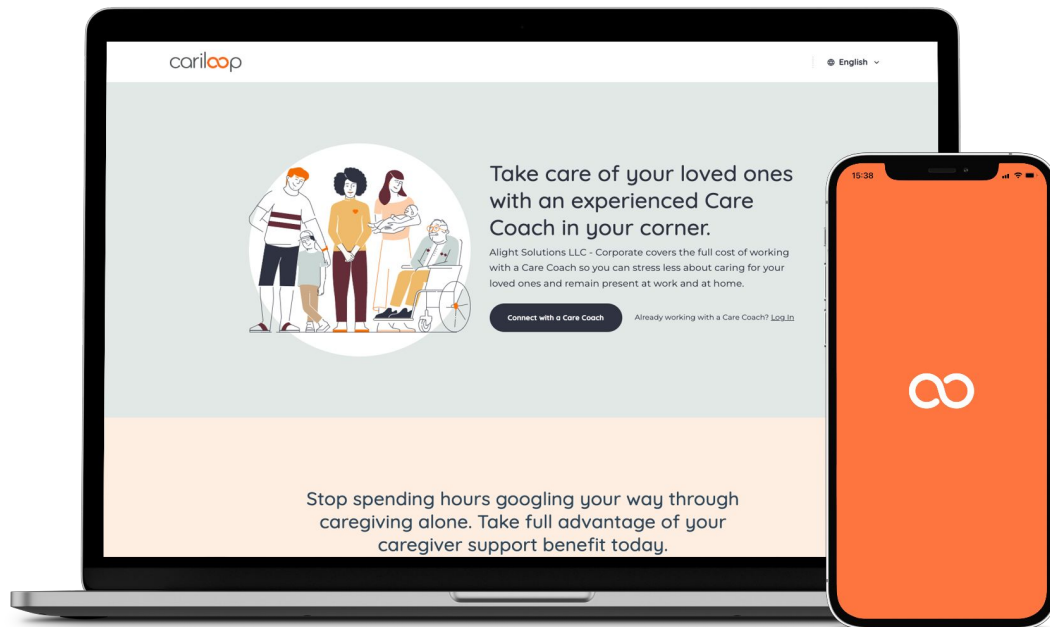
Leave of
Absence

Manager
Training

ERGs

Benefits
Navigation

Financial
Wellbeing



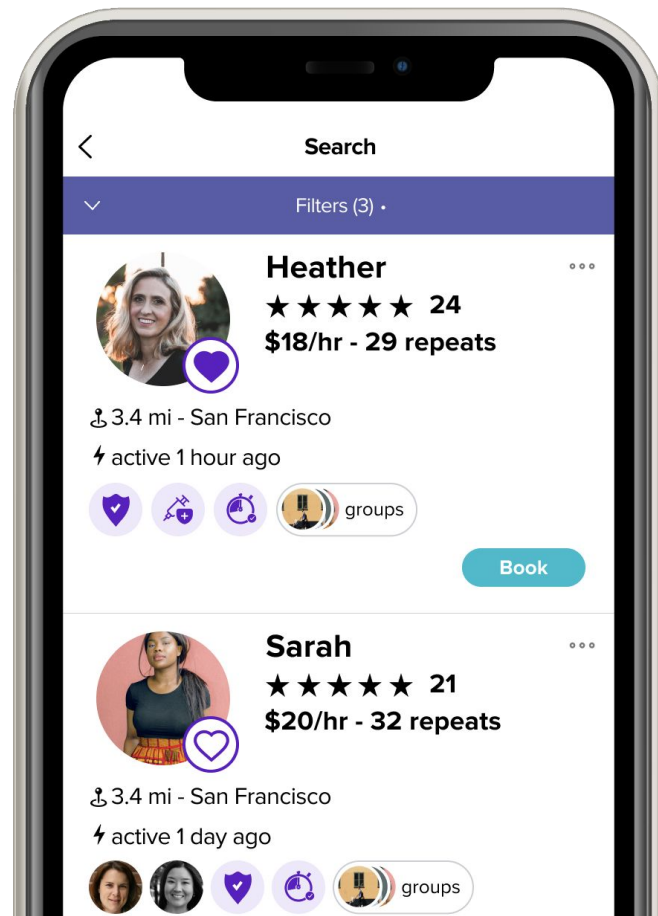
Your team has many people in their lives who they count on and who count on them. If they're caring for someone who they consider family, we're here to help!



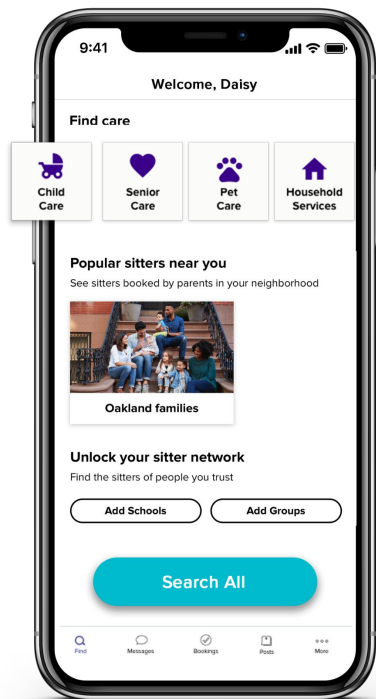
Cariloop's Caregiver Marketplace is powered by UrbanSitter

With UrbanSitter, it's easier than ever to find, book, and pay caregivers you trust—for everything from hiring a full-time nanny to booking backup child care in minutes.

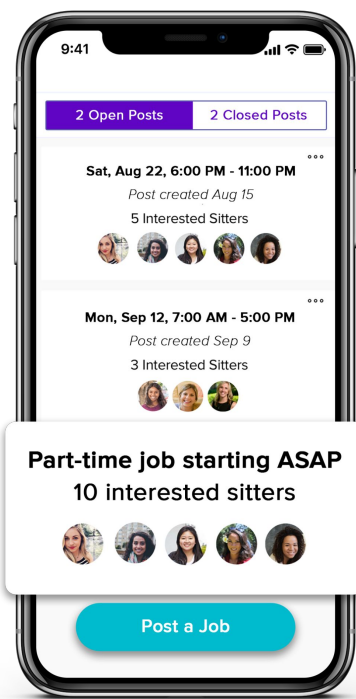
- ✓ **Convenient and easy to use:** Book & pay caregivers in one simple app and site.
- ✓ **Reliable backup care:** Last-minute response rate is under 5 minutes in most areas.
- ✓ **Community trust:** Plugs into your existing parenting networks to find caregivers your personal connections use and love.
- ✓ **Background checked & reviewed:** All caregivers have been background checked, and reviewed by our team.
- ✓ **Nationwide coverage, 24/7/365:** From urban centers to suburbs to main street middle America, UrbanSitter can service distributed workforces.



Finding care is a breeze from start to finish



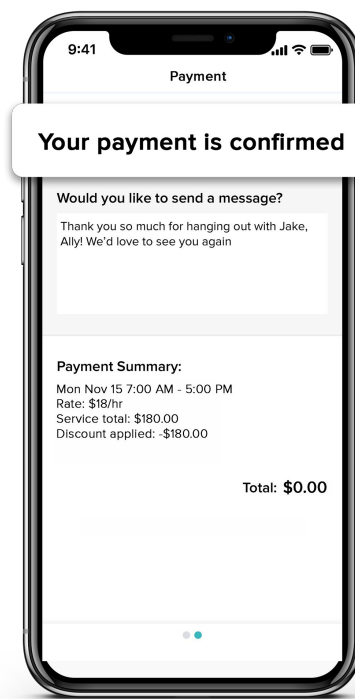
SSO into UrbanSitter from Cariloop to find part-time care for their child.



Parent posts a job and finds qualified caregivers within minutes.



Parent books their preferred caregiver.



Parent pays the caregiver with their preferred form of payment.

Cariloop's Caregiver Marketplace Care Difference



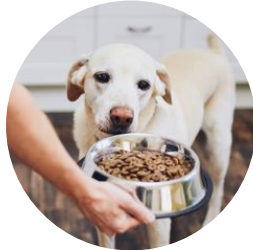
1 2x more utilization than the competition

Clients that switch to UrbanSitter from another caregiving benefits vendor report an increase in employee utilization of nearly 2x.



2 Backup care that's actually available

No other vendor can match UrbanSitter for same-day needs. Employees can reliably find backup care—no need to book weeks in advance.



3 Every type of care, all in one place

In-home care providers, daycares, preschools, concierge services, tutoring, pet & home care, senior companions—UrbanSitter covers every employee's care needs.



4 Establishing trust through data

Caregiver profiles show statistics such as quantity of "Repeat families" and bookings, response times, and ratings to inform and build trust before hiring.



5 Benefit dollars go further

We avoid the conventional wasteful "backup day" model by offering simple and straightforward Care Credits measured in dollars. Employees only use what they need; employers only pay for what is used.



6 Supports diversity, equity and inclusion

UrbanSitter's caregivers speak more than 25 different languages, span all 50 states, and have the flexibility to work off-peak hours to service hourly and nightshift workers.



Self-service, on-demand caregiver marketplace of high quality network of caregivers, with optional subsidy contributions combines the advantages of a digital and concierge support to drive better outcomes for members



Backup Child Care
For emergencies, working late, school closures, day care disruptions and holidays



Full/Part-time Child Care
For finding the perfect nanny to fit any schedule



Tutors
For assisting with homework or distance learning



Pet
For dogs, cats, and other animals




Senior Care and Home Help
For senior care and errands

Top trust & safety standards for parents

- Background-checked caregivers
- Review and “repeat families”
- Community recommendations
- Scheduled and paid through our platform
- COVID vaccine status and screening questions
- Cariloop Care Coaches will support employees through it all

We take the hassle out of caregiving & coordinating











Rebekah ☰

★★★★★ 80

\$18 /hr

📍 1.1 miles away ⚡ active 16 minutes ago










Booked by 78 repeat families

I love working with children and since I have extra time in my schedule I would like to pi...

[Book](#)

-  Background checked
-  Willing to provide proof of COVID-19 vaccine
-  Responds quickly
-  Low cancellation rate
-  Accepts credit cards

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Digital Member Experience

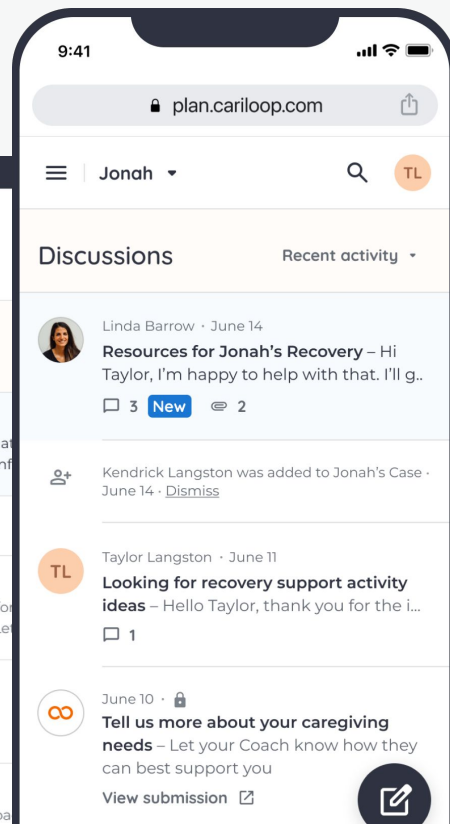
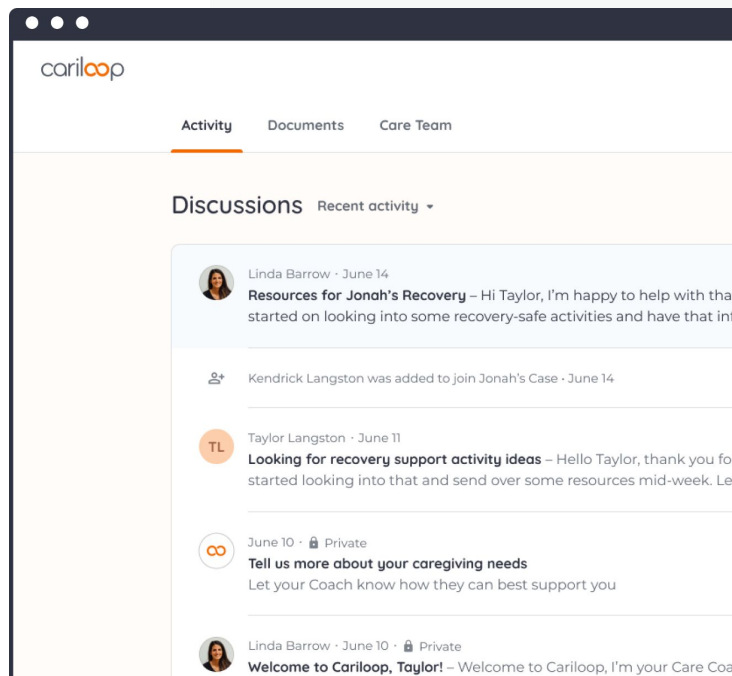
Our Care Portal is designed to enhance the Coach-Caregiver relationship.

Our New and Enhanced Digital Experience -

- Provides personalized content and resources
- Seamlessly connects members/families to their dedicated Care Coach
- Helps streamline access to critical documents, information and communications



[Click here to tour the experience](#)



Cariloop Product Roadmap

Product Strategy

Build on the foundation of our human powered and digitally supported caregiving support model to enhance our coaching services, technology tools, data and reporting to maximize our impact on member wellbeing.



2023 Product Roadmap

Caregiver Dashboard

The enhanced member dashboard makes it easy for people to:

- Get started on their journey
- Access relevant content
- Stay on top of important tasks and to-do's
- Facilitate digital document organization
- Create space for collaboration and delegation across the entire caregiving team.
- Access medication trackers, family calendars and other helpful digital tools
- Monitor progress

Family Care Coordination

Simple, convenient, and secure tools to help coordinate care:

- **Family calendar,** for tracking appointments, follow-ups and tasks
- **Medication tracker,** list of current and previous medications, refills, potential interactions, side effects and more
- **Benefits mapping,** providing a comprehensive overview of available programs, tools and resources to support your journey
- **Provider coordination,** tracking doctors, nurses, social workers, therapists, home health aids and others who are providing care.
- **Live coaching chat,** allowing access to a coach for quick questions during business hours.

Care Content & Community

Create a sense of community outside of your direct care team with:

- **Member content library,** access to comprehensive content to support your journey
- **Coaching chatbot,** providing personalized and relevant answers to member questions 24/7
- **Care communities,** allowing members to network with other individuals, caregivers and families on similar journeys

ROI & Value Engineering

Accurately measure and report the impact of Care Coaching including:

- Reduced frequency and duration of leaves and absences
- Improved return to work ratios
- Decrease in employee turnover cost
- Improved attraction and retention of key talent, including women and minorities
- Reduction in cost of caregiver health

2023+ Product Roadmap

Continued Investment

and Evolution of Services including:

- Integrated administration and delivery of elder care, back-up care, **childcare and pet care**
- **Enhanced Medicare Support**
- **Leave and Disability Support**
- Care planning tool
- **Enhanced integration with Alight Reporting and Optimization**
- **International expansion**



Coaching Methodology

A glimpse into Cariloop's Coaching Excellence



Showing small portion of Care Coaching team

Cariloop's Key Differentiator - Experienced Coaching and Support



1 Scalable Model

Qualified applicant pool + hybrid training and mentoring program

1

400+ screened coaching candidates

2 Proven Analytics Platform

to support "just in time" hiring, onboarding and surge planning

2

Proven 30 day onboarding

3 Member Satisfaction

Objective case review, oversight and member feedback ensure consistent quality

3

90% + Member Satisfaction

4 Curated Expertise

Licensed, credentialed coaches drive a meaningful member experience and care journey outcomes

4

Average of 12+ years of experience

5 Proprietary Digital Tools

Drive coaching efficiency and support the member journey

5

30+ active cases per coach

6 Geographic Coverage

Documented best practices and database to support ALL members regardless of location

6

Robust coverage in all 50 states

7 Data Driven Member/Coach Algorithm

Ensures the best possible coach for member needs

7

>97% Case Review Scores

8 Cross Functional + Specialized Support

allows dedicated coach to support a variety of needs with specific areas of focus

8

20+ different degrees and certifications

Cariloop's highly qualified coaches are the foundation of our experience - Who is helping your employees and their families?



Credentialing our Expertise

Average of 12 years of experience



Elevated Service

- 2 hour response
- SLA's

Healthcare

- **Doctor of Medicine (MD)**
- **Registered Nurses (RN)**
- Licensed Practical Nurses (LPN)
- Occupational Therapists (OT)
- Licensed Nursing Home Administrator (LNHA)
- Certified Health Worker (CHW)
- **Certified Dementia Practitioners (CDP)**
- **Certified Occupational Therapist Assistant/Licensed (COTA/L)**
- Oncology Patient Navigator-Certified Generalist (OPN-CG)
- Chronic Care Management Professional (CCM)

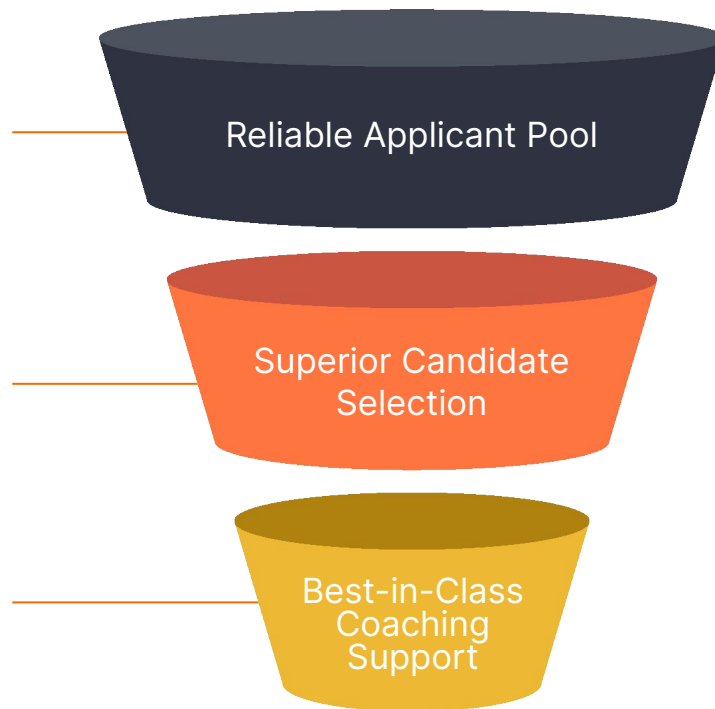
Counseling

- **Licensed Social Workers (LSW, LMSW, LCSW, LBSW)**
- Licensed Professional Counselors (LPC)
- **Disability Income Associate (DIA)**
- Change Management Professional
- Health Care Life Coach (HCLC-C)
- Certified Integrative Nutrition Health Coach (C-INHC)
- **Certified in American Case Management (ACM-SW)**
- Licensed Chemical Dependency Counselor (LCDC)

Education

- Teachers
- English as a Second Language Teachers (ESL)
- **EC-12 Principals**
- **Special Education Teacher (SPED)**
- M Ed in School Counseling

- 1 Healthy pool of qualified applicants at all times**
The problem of burnout in traditional healthcare works to our advantage. Healthcare professionals are eager for settings like Cariloop, away from the bedside where they can really make a difference
- 2 Hiring and Onboarding**
We have an efficient process that allows us to screen, interview, vet, hire and onboard within 30 days
- 3 Performance Management and QA**
Our hybrid modular, and in-person training program, along with a successful mentoring and monitoring program, allows Coaches to be up to full speed by 30 days



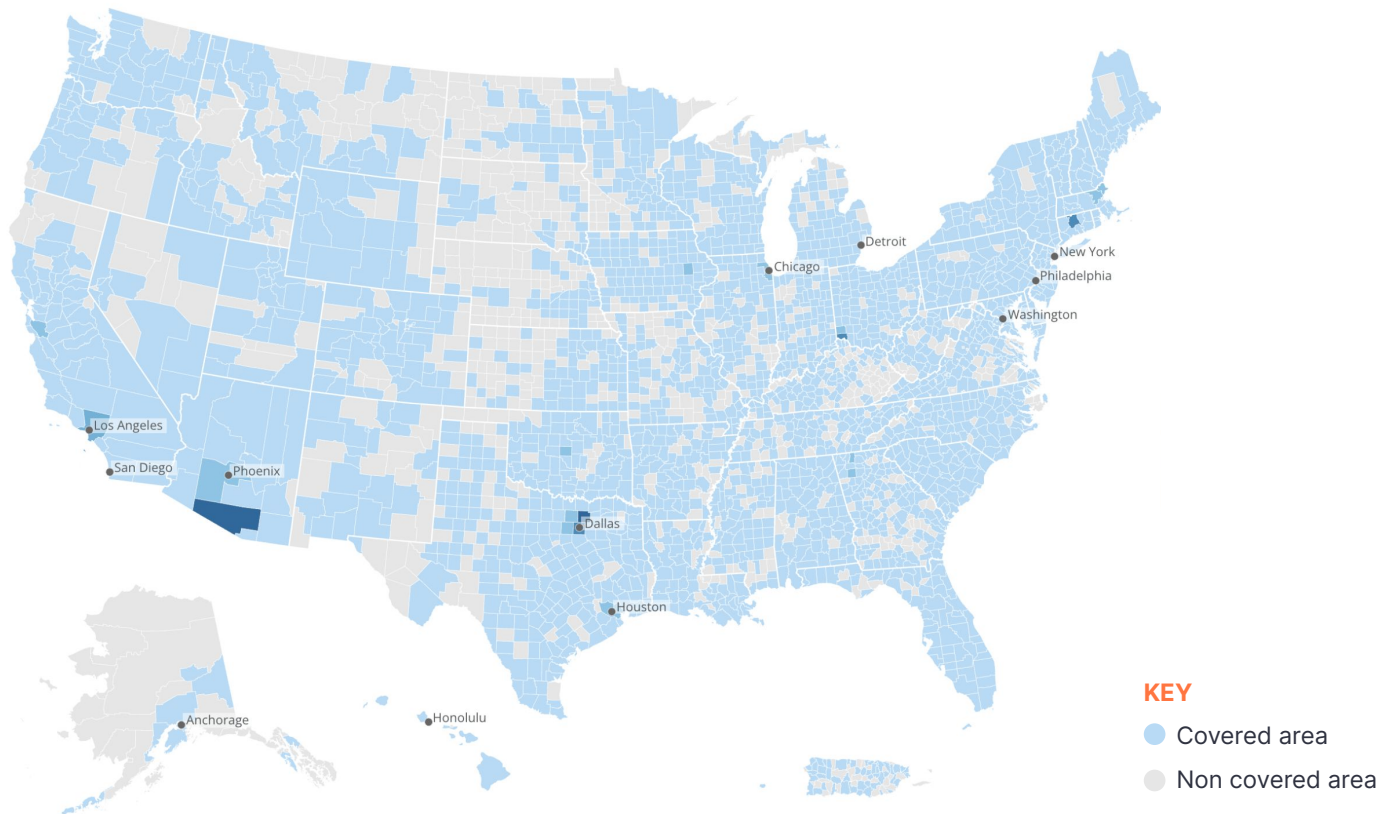
Our current geographic coverage

By member and care recipient



Cariloop is proud to support employers and caregivers located in the USA and Canada

Our services are available in English, Spanish and French



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DE&I & SDOH

The responsibilities that come with being a caregiver do not discriminate

Gender

Women largely take on more caregiving responsibilities than men, leading to gender disparity and decreased career opportunities for caregiving women.

Race + Ethnicity

Cultural norms and family structures of already marginalized groups can lead to discrimination in the workplace and limit their career opportunities.

Age

Older workers may face age discrimination in the workplace and be passed over for promotions or other opportunities.

Disability

Caregivers with disabilities may face additional barriers of access and discrimination from service providers.

Socioeconomic Status

Low-income workers who may have less access to paid time off or other benefits also have a higher need to maximize the value of their benefits.



Caregiving is a social determinant of health



- Cariloop supports caregivers so they can address the SDOH of care recipients
- Cariloop cares for caregivers, reducing stress, anxiety and helping them manage their own health
- Cariloop works with customers to target members and families most impacted by SDOH and measure the impact our support has on their health outcomes



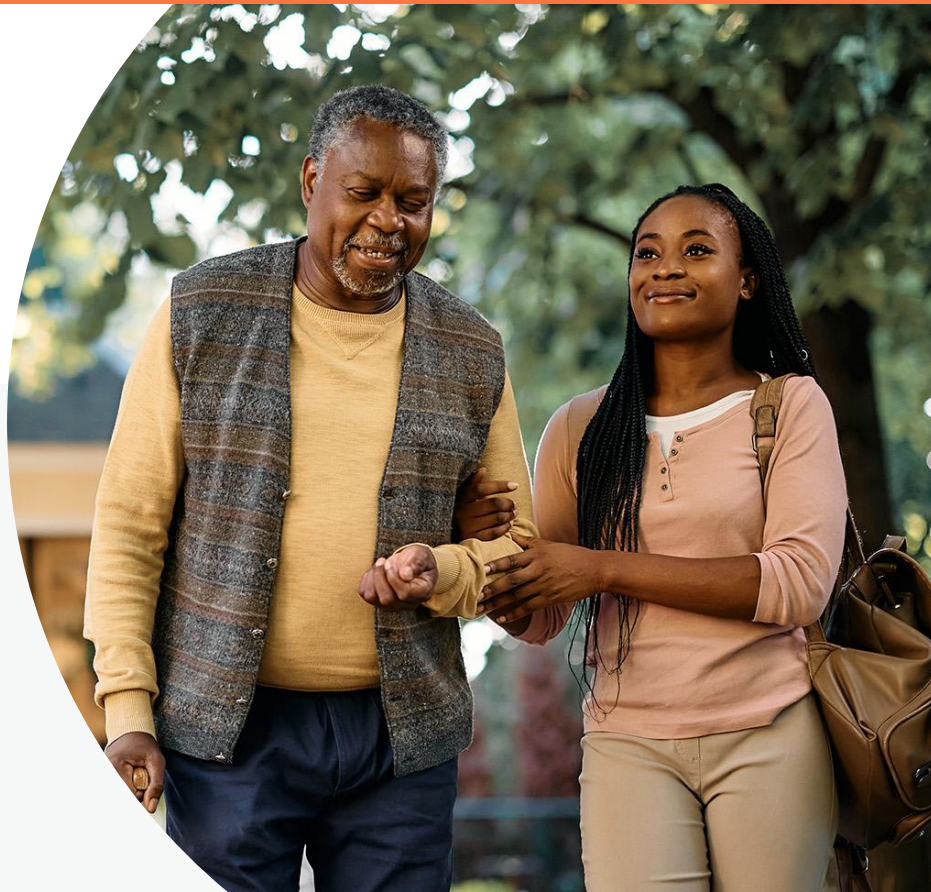
NEARLY

20%

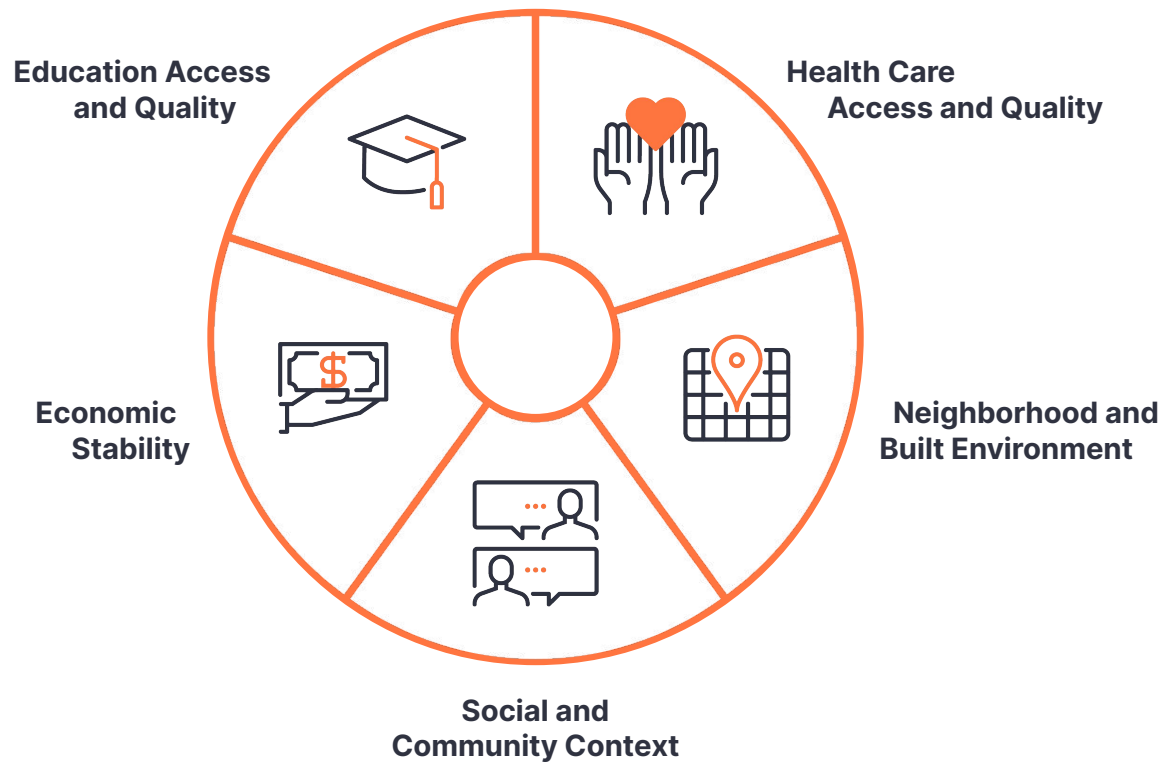
of adults in the United States provide unpaid care for an adult with significant health or functional needs.

The involvement of a family member in home-based care is associated with improved patient health outcomes and lower rates of health care utilization, but also high caregiver stress.

-NEJM Catalyst



Social Determinants of Health



LGBTQ+ employees, families and communities face unique caregiving challenges that are often overlooked by traditional employee benefits. Individualized caregiver support helps ensure that employees are able to access affirming support that meets their families' needs—no matter how they define their family.

Cariloop Care Coaches provide dedicated, expert-level guidance with things like:

- Transition resources and support, including gender marker and legal name changes
- Family planning
- Finding and vetting gender and LGBTQ+ affirming healthcare providers, attorneys, pharmacies, etc.
- Aging resources including LGBTQ+ senior facilities and end-of-life planning
- Finding and vetting mental health services for all ages
- Finding local and virtual support groups
- Educational resources and support for parents of children who are questioning their gender and or sexuality
- And so much more...



As LGBTQ+ families and caregivers navigate a spectrum of caregiving challenges, having dedicated support in your corner can make all the difference.

Cariloop's Care Coaches are here to provide guidance, resources and support for you and your loved ones—no matter who you call family.



Receive guidance and support from a dedicated Care Coach now at www.cariloop.com/COMPANYNAME

cariloop

Empowering Members to Make the Best Decision:

- Explain the different parts of Medicare, including Part A (hospital insurance), Part B (medical insurance), Part C (Medicare Advantage), and Part D (prescription drug coverage)
- Help compare the various Medicare plans available to them, explaining differences between Original Medicare, Medicare Advantage, and Medicare Supplement plans

Clarifying Eligibility & Supporting Enrollment:

- Confirm eligibility for Medicare based on age, disability status, and/or other qualifying criteria.
- Support individuals through the enrollment process, helping them understand when and how to enroll to avoid penalties and coverage gaps
- Educate about special enrollment periods

Explaining Coverage & Anticipating/Managing Costs:

- Educate on which medical services and treatments are covered under each part of Medicare, as well as potential out-of-pocket costs
- Explain Medicare premiums, deductibles, co-payments, and co-insurance, as well as provide ideas to help manage these costs.
- Provide resources to help individuals evaluate prescription drug coverage (Medicare Part D) plans based on the medications they need and their associated costs.



Understanding the Diagnosis

- Share and discuss clear and reliable resources/information about the specific cancer diagnosis, treatment options, side effects, etc.
- Review and discuss treatment plan
- Further explain different treatment options and provide resources to help individuals evaluate the advantages and disadvantages, enabling them to make informed decisions
- Comprehensive support in navigating second opinions

Mental & Emotional Health Support

- Provide emotional support and a safe space to express fears, frustrations, and emotions
- Teach coping strategies to help manage the stress, anxiety or depression often associated with a cancer diagnosis
- Find and vet in-network specialized mental health professionals available to provide support
- Facilitate connections with other cancer survivors and/or support groups
- Acknowledge and celebrate treatment milestones and achievements, fostering a sense of accomplishment and positivity.

Managing Family & Work Dynamics

- Support finding and/or streamlining any necessary help (full-time, part-time or occasional) with childcare, adult care, respite care, pet care and/or household work
- Guidance and tips for effectively communicating diagnosis, treatment plan and needs with family/children, friends and co-workers
- Help navigating a leave of absence (if needed) and other workplace accommodations on their behalf; guidance on how to maintain professional relationships
- Guidance in discussing and preparing for end-of-life preferences/planning, advanced care planning and emotional preparation, if relevant.



Navigating Insurance & Financial Assistance

- Navigate insurance coverage and clarify benefit specifics
- Guide through claims process, EOB and any disputes
- Identify resources for financial assistance

Support with Appointments

- Guidance for communicating with healthcare team to ensure questions and concerns are relayed effectively
- Provide tips for coordinating appointments and help with organization of appointment calendar and reminders
- Identify and help secure alternative transportation options on their behalf
- Work to address any logistical challenges on their behalf

Self-Care & Overall Well-being

- Guidance for maintaining a balanced diet that supports energy levels, immune system and overall well-being during treatment
- Provide information about exercise routines that can enhance strength, reduce fatigue and improve overall quality of life
- Educate on strategies to help alleviate treatment side effects and symptom discomfort to improve daily functioning

Veteran Support from Cariloop



Veterans and families of veterans don't get enough help. Our experts help these members navigate VA healthcare and benefits much easier and faster.

Cariloop Care Coaches provide dedicated, expert-level guidance with things like:

- Walk through how VA benefits and private health insurance can work together
- Get the full scope of resources and providers available for PTSD and other mental health challenges
- Uncover eligibility and enrollment information for Veterans' Pensions and VA Aid and Attendance
- Secure personalized and vetted options for local VA-contracted care providers, including non-medical home care, assisted living and long-term care
- Link up with veteran support networks in the community
- Identify funeral/burial service options/headstone programs for veterans
- Connect with a Veteran Service Officer

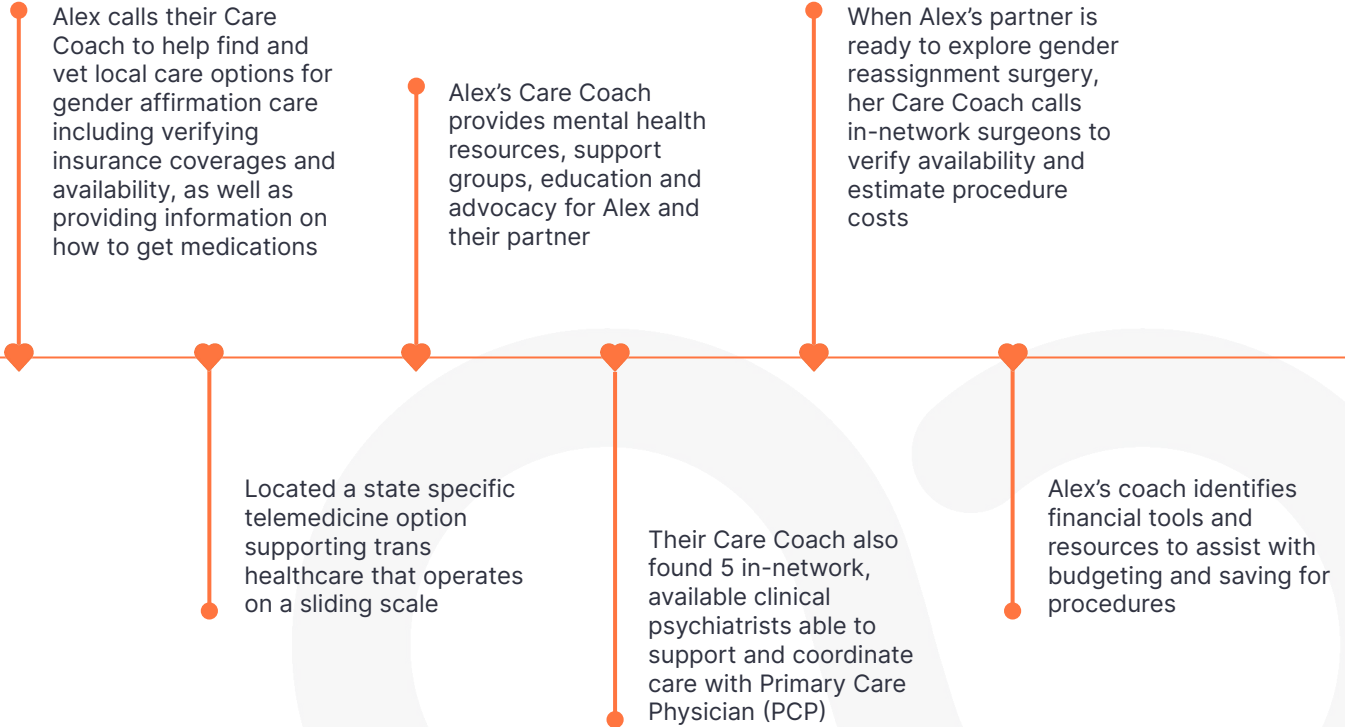




Member Journeys

Meet Alex

Alex's partner is a trans-individual who just relocated back to the US with an immediate need for prescription refills.



Meet Sara

Sara's dad is a veteran who suffers from PTSD, is hard of hearing, and his health is declining.



Sara worries constantly about her dad living alone. She also found out he receives no VA benefits.

Sara's Care Coach walked her through eligibility and enrollment info for VA pensions and Aid and Attendance

Sara got hearing aid cost and care resources from her Coach, as well as local community program options for her dad.

Sara needs to understand VA benefits and what her dad might be eligible for as she plans for him to not live alone.

Her Coach also found 5 in-network, available clinical providers to treat her dad's PTSD

Sara's Coach is contacting 10 assisted living facilities to learn pricing, availability and quality of care.

Meet Allie

Allie is pregnant and is unsure of everything she needs to do to plan for the birth of her child.



Allie and her Care Coach planned a call to discuss her hopes, fears and her plan for self-care during her pregnancy.

They talked through the Dependent Care FSA available to her and explored childcare options that will meet her needs.

Allie's Coach also reviewed her insurance plan to help with Labor and Delivery insurance claim questions.

Allie's Coach shared lactation resources, info on a free breast pump from her insurance and vetted 5 in-network pediatricians.

Allie's Coach contacted 10 childcare providers about their waitlists and costs. She provided Allie with all of the relevant information on the 3 providers that were the best fit.

When a formula shortage struck, her Coach found available formula within 50 miles from Allie's home and put them on hold for her.

Meet Mark

Mark's child was recently diagnosed on the autism spectrum and he had no idea what support his child would get at school.



Mark's Care Coach explained the IEP process and support services common at most schools.

They met to recap the IEP meeting and talk through next steps, and his Coach had researched free services for Facilitated IEPs.

Mark's Coach also found available local support groups for parents with autistic children that Mark wanted to attend.

Mark's Coach attended the IEP meeting, taking notes and clarifying jargon.

When Mark's company changed benefits, his Coach found new in-network ABA therapy providers.

Mark and his Coach talk regularly to monitor how his child continues to adjust to in-person learning.

Meet Sean

Sean has been working with his company for several years when he's diagnosed with testicular cancer and is forced to take an extended leave of absence.



Sean opened a case for himself and shared with his Coach that he's feeling significant anxiety about his leave, diagnosis and treatment and is unsure of where to begin.

The Coach then helped Sean identify resources he made need throughout his absence - from support groups to financial assistance programs.

The Coach provides Sean with a list of resources he may need during his LOA, such as support groups, counseling services and financial assistance programs.

Sean's Care Coach helped him understand the necessary paperwork for the leave of absence, such as medical certification and FMLA forms.

The Coach helps Sean communicate his condition to his employer, his medical providers and his family, ensuring everyone is informed and aware of his upcoming LOA.

The Coach supports Sean throughout his leave, helping him stay on track with his recovery and transition back to work.

Meet Matthew

Matthew requested help **finding part time childcare**, two to three days per week.



His Care Coach started by vetting and calling **40+ child-care providers**

His Care Coach also provided information on **background checks** and becoming a **household employer**

Mark's Coach also found available local support groups for parents with autistic children that Mark wanted to attend.

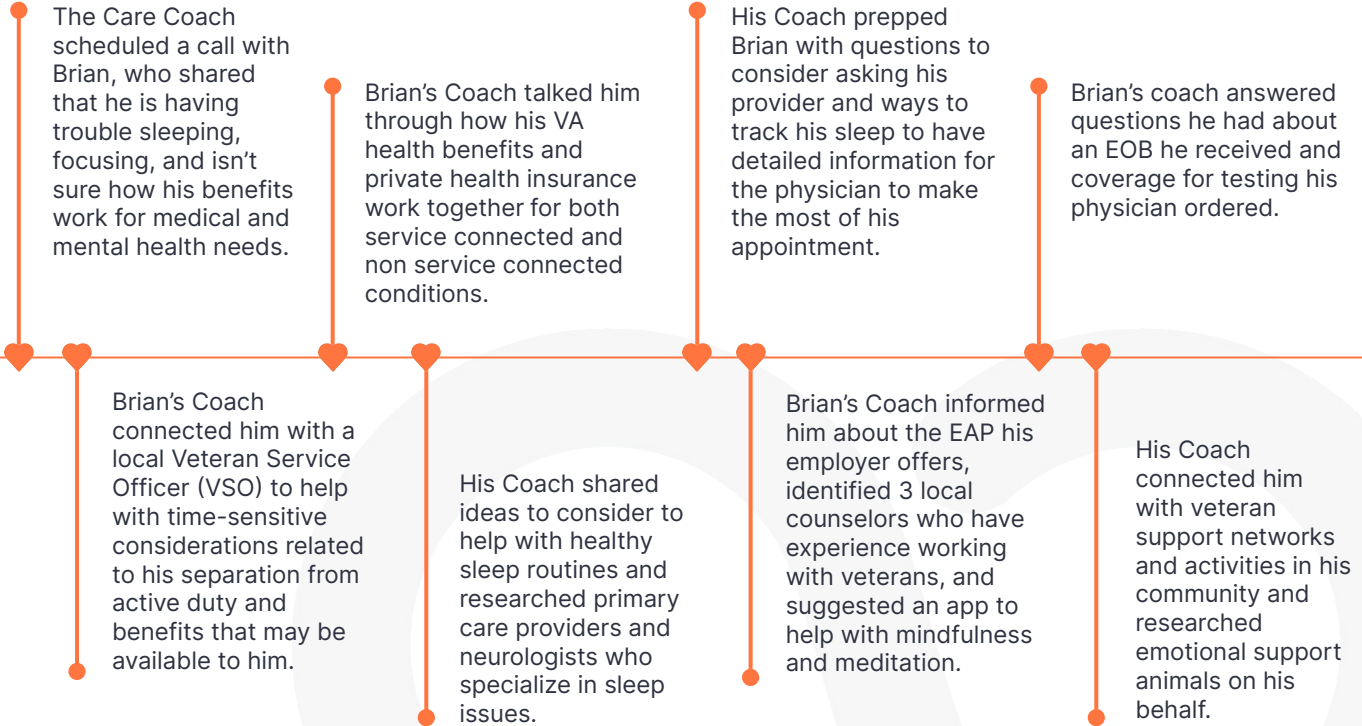
When the family changed direction, the Care Coach then shared a list of individual Nanny bios **matching the family's wishes**

Matthew was unsure of how to vet potential candidates so the Care Coach shared a list of **interview questions and considerations**

Today, their Care Coach provides **continuous check-ins**

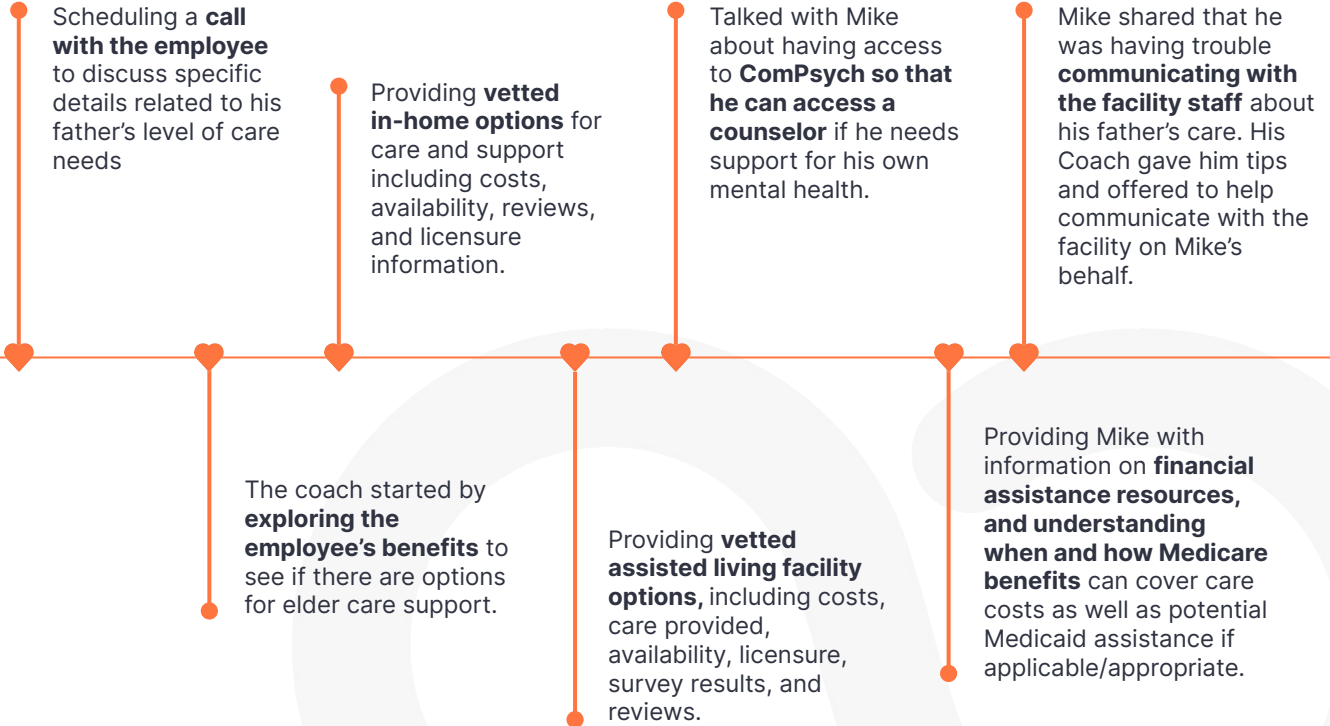
Meet Brian

Brian is a new employee who recently ended his time in the service. He reached out to Cariloop with questions related to insurance and expressed difficulty adjusting to civilian life.



Meet Mike

Mike calls in about his parent with **dementia and needs support navigating the process of assisted living.**



Meet Grace

Grace's daughter has been suffering from **depression and anxiety** for the past year. After trying several different therapists that haven't been a good fit for her daughter, Grace is **struggling to find resources** both for herself and her daughter.



Grace and her Care Coach planned a **video chat** and Grace shared that she feels like she's failing as a mother and **feels exhausted and hopeless...**

The coach started by **providing resources and information** about Grace's daughter's mental health disorders and **self-care practices** to help Grace better manage her own stress and anxiety.

Her coach helps navigate available providers who **specialize in adolescent depression and anxiety treatment** and assists Grace in **scheduling introductory sessions** to find a good fit for her daughter.

Coach provides **ongoing support** to both Grace and her daughter as they manage their mental health .

The Care Coach listened to Grace with **compassion** and began to map out a **care plan** to support both Grace and her daughter.

Provided **vettted options for in-network mental health providers in both Grace's EAP & local area** who specialize in families coping with mental health disorders.

The coach documents a **care plan** that empowers Grace to **set boundaries** to allow her to take care of herself while still supporting her daughter.

Journey of a family caring for their 38 year old loved one with multiple chronic conditions



The family's Experience



Engagement

A sibling opened a case for their brother and invited other family members, including their parents to join

Assessing needs

Our Care Coach gathered information about what the family needed help with and what their priorities were

Understanding Complexity

Our Care Coach ascertained that the loved one has diabetes, hypertension and stage 4 kidney failure and is not eligible for kidney transplant. He also has decreasing vision and is unable to drive and is dialysis dependent

Understanding the family's challenges

Difficulty with transportation to dialysis, managing a special diet, understanding how/if Medicare and/or Medicaid can help, making the home a suitable environment for the patient, planning for end of life including creation of a will

Support

At the family's request, the Coach started by supplying resources for **end-of-life planning** including the creation of a living will. She further helped them with distinguishing between **Medicare and Medicaid** and understanding the application process

Continued Support

The Care Coach helped resolve **transportation issues** to dialysis and medical appointments, offered insights into **SNAP benefits** and **supplementary assistance** as well as resources to help them better understand **dietary requirements**. The Care Coach is currently working with the family to improve **mobility and safety** at home

Journey of a mom seeking homeschooling options for her teenager



Mom's Experience



Engagement

Mom reached out to explore homeschooling options for her son. She had concerns for his safety and wanted to protect him from negative influences

Support

The Care Coach explained their state's **Virtual School Program** with accredited options detailing structure, curriculum, and career preparation. The coach also detailed how these programs operate, including the **roles of parents** or learning coaches, **expectations** for completing school assignments, the high school curriculum, information about career and college preparation, student Career Coaching details, and available career clubs. Additionally, the coach delved deeper into specifics about two schools the mother had shown interest in

Follow Up

Upon receiving a follow-up check-in from her Coach regarding the progress of the school year, mom replied with the following: *"You are god sent!!! Thank you so much for all of your help. My son is in homeschool and he is doing very well. He says it's a little harder than regular school because it is a lot of reading instead of the teacher telling them everything. Overall I am happy because he is staying out of trouble and becoming a better reader. Thank you again <3"*

Seeking to Understand

The Care Coach learned what was most important to mom: self-paced learning, college credit accumulation, and temporary removal from a traditional school setting. Additionally, mom was hopeful that her son would advance in his studies so he might reduce his senior year course load, opening up job or additional education opportunities

An Empowered Mom

Mom enrolled her son in a school that aligned closely with her criteria. One particularly attractive aspect was the program's self-paced structure, combined with the provision of a success coach. She holds optimism that the school's smaller student population will facilitate effective support for her child in exploring future career aspirations

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**Integration, Implementation,
Ongoing Engagement + Delivery**

Cariloop Implementation (30-60 days)



Agreement Review

The Agreement Review process starts the implementation process

Benefits team sends Cariloop a high-resolution logo

Optional "Soft Launch" so employees can actually start cases



Kickoff

1-Hour In-person Meeting/Lunch or Virtual Call

Cariloop Customer Success team introduced with goal of gaining insight into group and communication methods

Review of implementation status (benefits guide, billing, W9, etc.)



Pre-Launch Huddle

30-minute virtual call to review status of Project Plan initiatives to prepare for a successful launch

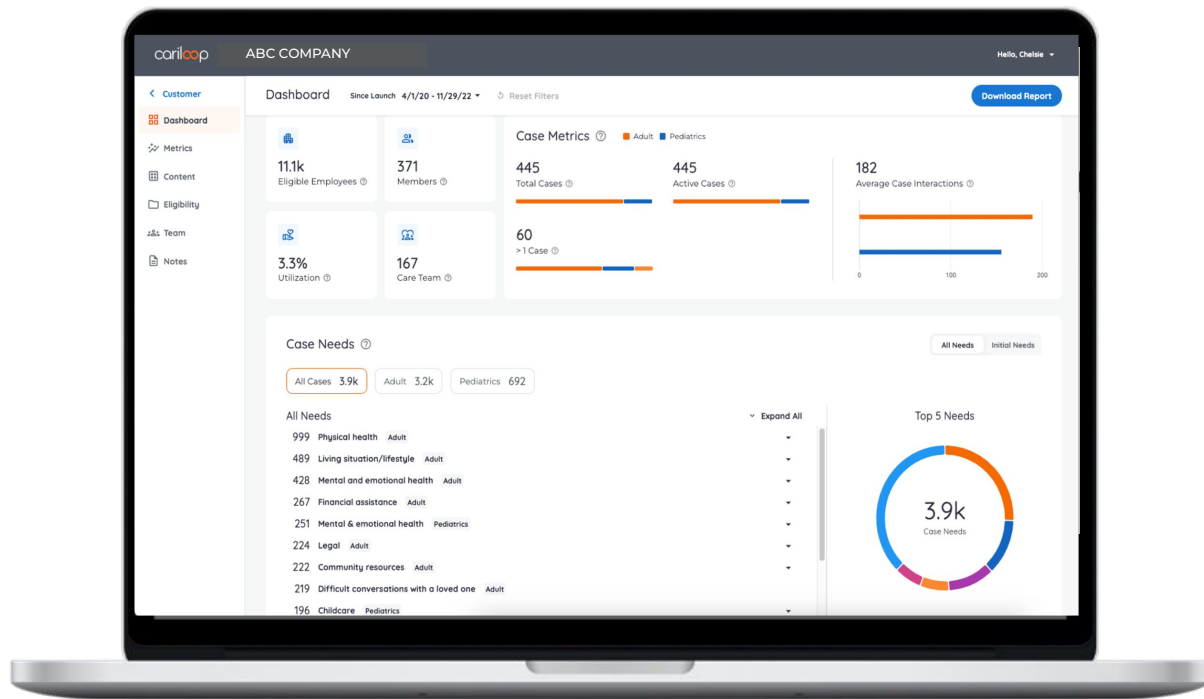


Launch Cariloop

Customer Success hosts initial event to introduce and educate team members about Cariloop

Customer Success team touches base with Benefits team on a consistent basis for ongoing support and collaboration (i.e. monthly check-ins)

Our **Customer Portal** puts your team in total control of managing your caregiver support strategy and monitoring Cariloop's impact in real-time.



Cariloop Caregiver Survey

Not sure how Caregiving is affecting your employees?

Our complimentary Caregiver Survey opens your eyes to the impact **caregiving** has on the physical, financial and emotional well-being of your employees.

cariloop

(Your company logo here)

[Company name] wants to make sure you know how much we care about you and your loved ones. In order to further achieve that, we ask that you please take a minute to fill out this quick survey so our team can better understand the family caregiving needs of [company name] employees

This questionnaire should take no longer than 1 minute.

Let's start

press Enter ↵



Employee Caregiver Survey

_____ wants to make sure you know how much we care about you and your loved ones. In order to further achieve that, we ask that you please take a minute to fill out this quick survey so our team can better understand the family caregiving needs of _____ employees. Your time is greatly appreciated!

1) Are you and/or a family member helping a **senior** loved one (elder parent, grandparent, etc.) with any of the following? (Select all that apply)

- a. Finding doctors or specialists, researching care facilities or in-home care
- b. Paying for medication, food, rent or understanding how to pay for care
- c. Managing medications, household chores, personal hygiene, or driving to medical appointments
- d. Understanding legal documents, trusts, estate planning, or finding family attorney's
- e. Finding a counselor, support groups, or mental health resources
- f. Navigating or preparing for end of life care (hospice, funerals, comfort care, etc.)
- g. Navigating difficult conversations with loved ones
- h. Other care-related tasks not listed above
- i. None of the above

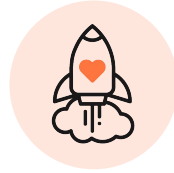
2) Are you and/or a family member helping an **adult** loved one (non-senior adult, spouse, parent, sibling, aunt/uncle, partner, friend, YOURSELF, etc.) with any of the following? (Select all that apply)

- a. Finding doctors or specialists, researching care facilities or in-home care
- b. Paying for medication, food, rent or understanding how to pay for care
- c. Managing medications, household chores, personal hygiene, or driving to medical appointments
- d. Understanding legal documents, trusts, estate planning, or finding family attorney's
- e. Finding a counselor, support groups, or mental health resources
- f. Pregnancy or post-partum support
- g. Navigating difficult conversations with loved ones

Initial & Ongoing Employee Engagement

We craft memorable and informative experiences to fit your culture and keep caregiver support top-of-mind.

Company-Wide Launch



Live Webinar

Email Language or Templates

Overview Video

Flyers and Images

Creating Cariloop Ambassadors



Employee Resource Groups

Team/ Department Meetings

HR/Manager Team Training

Ongoing Engagement Opportunities



Topic-Specific Content

Open Enrollment

Onboarding and Leave Support

Cariloop Member Engagement Strategy



Discovery Session

Understand current content needs

Evaluate preferred channels

Identify any essential content themes

Understand employee experience and ecosystem



Review Content Thematic Calendar

Each month, our content will fall into these categories:

- Evergreen Content
- Spotlights on caregivers
- Heritage months and seasonal topics
- Trends



Employee Experience Integration

Embed Cariloop Coaches into your employee experience:

- ERGs
- New Hire Experience
- Leave of Absence
- HR and Manager Training



Content Execution

Cariloop's marketing team will deliver content on the 15th of each month needed to promote content to your employees



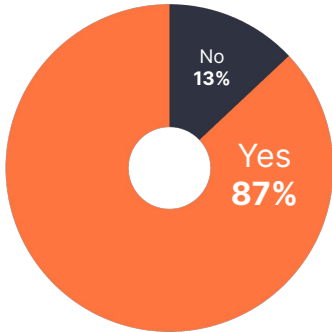
Voice of the Customer

Work with you quarterly to gain insights and feedback on content

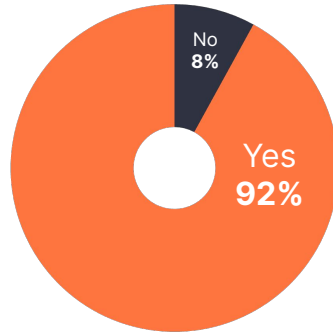
Discuss any trends or in-the-moment community happenings

Align on content for the next quarter

Has working with Cariloop helped you feel **more confident in your caregiving decisions?**



Do you feel Cariloop has **saved you time** regarding your caregiving responsibilities?



On a scale from 1 to 5, where 5 is the highest rating:

Overall, how helpful has Cariloop been in supporting you on your caregiving journey? **4.7**

How valuable has having a Cariloop Care Coach been while caregiving? **4.9**

How likely are you to recommend Cariloop to a friend or coworker? **5.0**



+



Being a Certified B Corporation means we uphold rigorous standards for social and environmental performance, accountability and transparency.

Being a Public Benefit Corporation means these standards are written into the DNA of our legal framework.

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Thank you!

For more information on our program, please visit us at:
www.cariloop.com