

ElderCare Programs for Family Caregivers are Good for Business

Nearly 25 - 35% of the workforce is now caring for a chronically ill or aging family member. This number will increase 50% over the next 5 years as America faces a “silver tsunami” of aging baby boomers. Further, approximately 10,000 Americans will turn 65 each and every day for the next 20 years.



Employees are faced with both child-care and eldercare responsibilities. The impact this has on businesses has never been greater; particularly as women, who are the traditional caregivers, have joined and remain in the workforce. They bear the Herculean task of juggling four roles: employee, caregiver, mother, and spouse.

The Problem for Employers

There are three realities employers must face:

First, According to the Met Life Caregiver Cost Study, businesses regardless of size or classification face the same relative costs: \$2,110 - \$2,441 per caregiving employee. This translates into an estimated cost of \$33 billion annually in work place errors, absenteeism, tardiness, and increased supervisory costs.

Second, Employers also risk losing 10 - 30% of their workforce due to a caregiver’s commitment to their family resulting in additional recruiting and training costs.

Third, to attract talented employees and retain them, employers realize they must provide support for their caregiving employees.

According to forecasting by CareerBuilder.com, nearly 20 percent of employers will offer more comprehensive benefits to aid in recruitment and retention.

These statistics dramatically illustrate one conclusive fact: Eldercare issues are legitimately at the forefront of workplace concerns as more and more

employees seek to balance work/life responsibilities.

A Bright Horizons study found that 50 percent of respondents are concerned about effectively balancing work and family caregiving in the next one to three years. Further, more than half of the respondents with current caregiving responsibilities reported that stress from caregiving has affected their ability to work.

Family caregivers reported they were able to work an average of 10 days more over the past six months because of access to elder care.

"When a company provides employee benefit programs, it supports the work-life balance for employees," stated Chelle Rupp, director of sales and distribution marketing for SeaWorld San Diego.

Studies have shown that to stay productive working caregivers require:

- Information about services and aging in general
- Assistance in making decisions about care options and other related issues.

Yet, the structure and delivery of eldercare workplace initiatives offer special challenges. Caregivers rarely inform employers of their caregiving responsibilities due to fears of losing a promotion or even their job.

So, services need to be comprehensive, convenient, private and secure. They need to include critical information

about elder care issues as well as access to service providers such as geriatric care managers, legal advice, home health care and more.



The Solution

CareGiverHelper's Eldercare Benefit Portal offers all this and more by providing employees with the resources, services, discounts and tools to manage their real work-life problems by offering easily accessible eldercare information..

CareGiverHelper offers a group of the finest eldercare providers including Emeritus assisted living, Right at Home homecare, Senior Bridge geriatric care management, MDVIP concierge doctors, and many other nationally recognized providers. These providers offer a vast array of support services for the employee caregiver.

We also take it one step further. According to Evercare, the average employee caregiver spends 35 hours a week caring for an elder family member, and spends \$462 a month financially supporting their loved one.

To help your employees with these financial and time pressures, CareGiverHelper has negotiated the finest discounts on these critical services, so that you can offer your employees savings of over \$10,000 a year. These tremendous savings drive adoption and use of the CareGiverHelper Eldercare Benefits solution, as well as increase productivity of your most valuable asset—your employees.

Happy employees create increased productivity and “presenteeism”.



"Offering eldercare benefits is often low cost, but has high internal and external value," says Teri Lukin, director of health services and work life initiatives at Time Inc. Lukin stresses that a good eldercare work/life program, with resource and referral capabilities, is very important. "Other benefits fill niches, but

resource and referral is the framework," she says.

Further, according to the Alliance for Work-Life Progress, employers who encourage usage of a wide variety of work/life programs document greater bottom-line results. Particularly when serving employee caregivers, employers need an array of services to support a variety of caregiver needs.

National Network of Resources

CareGiverHelper ElderCareBenefits Portal provides a national network of Resources including:

- ◆ Home Care Services
- ◆ Geriatric Care Management
- ◆ Legal Services
- ◆ Financial Services
- ◆ Medication Reminder Services
- ◆ Home Medical Monitoring and Security
- ◆ Senior Housing Search Tool
- ◆ Cost Saving Programs for Senior Care Products
- ◆ Caregiver Focused Web-based Resources, Tools, and more

Benefits for Employee Family Caregivers

- ◆ Save money through significant special offers
- ◆ Save time through easy access to qualified eldercare products and services
- ◆ Provider’s resources are focused specifically on

caregivers and their loved ones.

- ◆ Private and Family Community designed for caregivers

Benefits for Employers

- ◆ Increased presenteeism
- ◆ Greater productivity in the workplace
- ◆ Reduces project delays
- ◆ Lower risk of losing caregiving employees
- ◆ Attract and retain employees for a longer time frame

CareGiverHelper Eldercare Benefits Program includes an advanced turnkey portal, free benefits and significant cost savings from the finest eldercare providers, as well as a robust employee adoption marketing program.



Getting started is easy!

CareGiverHelper hosts the Eldercare Benefits portal, so all you have to do is add a link to your HR Benefits website and you are up and running.



To view a demonstration of this exciting program and start learning how you can offer additional support to your employees, please [click here](#) to view the CareGiverHelper Eldercare Benefits portal.

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CareGiverHelper, Inc.

CareGiverHelper is the leading provider of cost effective Eldercare Employee Benefit programs. These Eldercare Benefits assist employers increase presenteeism, productivity and employee retention. Our turnkey solutions complement employer work/life benefit programs and offer employees valuable services and products from nationally known providers.