SeniorThrive

SENIORTHRIVE FOR EMPLOYERS · SETUP KIT

Add SeniorThrive to your benefits platform

Everything a broker or HR team needs to launch: enrollment copy, the employee link, billing and reporting, and tile setup for the major benefits platforms.

$0	4 seats	~3 weeks	1 invoice
cost to employees and their households	one parent plus up to 3 family members	from signing to launch	employer-paid, no employee card

1 Enrollment-screen benefit description

COPY AND PASTE · ONE-LINER

Support the older adults in your life with a plan, the tools to carry it out, and a way to stay connected.

COPY AND PASTE · DESCRIPTION

SeniorThrive is an employer-paid benefit for employees who support an aging parent. Your parent's home gets a safety plan, a Room Safety Check, an Emergency Card, a scam checker and more. Your family stays connected in one shared Circle. There is no cost to you or your household. Activate with your employer code.

2 Who it's for

Employees who help an aging parent or other older relative, whether they live down the street or across the country.

ONE HOUSEHOLD, FOUR SEATS

1. **Your parent**
   The center of the Circle, in control of their own home.
2. **You, the employee**
   Activates the benefit with the employer code.

3-4. **Two more family members**
   Siblings, a spouse or an adult child, invited from Circle.

3 What the employee gets

- ✓ **Essential plan** for one parent's home plus up to 3 family members. The employee counts as one of the 3. No cost to the household.
- ✓ **Tools:** Room Safety Check, Home Safety Score and fix list, Emergency Card, My Medicines, and the "Is This a Scam?" checker.
- ✓ **Circle:** one place to invite family and stay connected.
- ✓ **Morning Peace of Mind:** if a check-in is missed, the people your parent chose get an in-app heads-up.

4 Why it matters

PRODUCTIVITY

1/3

Caregiving cut work productivity by one third on average, about $5,600 per employee annualized across employed caregivers.

Value in Health, 2022 (2015 data)

ABSENCE

6.6 days

Missed per year by employees caring for an older relative, an estimated $25.2 billion in lost U.S. productivity annually.

Gallup, 2011

VISIBILITY GAP

24% vs 80%+

Only 24% of employers said caregiving affected performance. More than 80% of employees with caregiving duties said it affected their productivity.

Harvard Business School, 2019

RETENTION

32%

Of all employees had voluntarily left a job due to caregiving. A third of those who left cited caring for an elder with daily living needs.

Harvard Business School, 2019

TODAY

70%

Of working-age caregivers are in the workforce, and half of employed family caregivers report going in late or leaving early to provide care.

AARP and National Alliance for Caregiving, 2025

5 Enrollment link and steps

https://app.seniorthrive.com/register/build?employer=CODE

CODE is the employer's own code, 4 to 20 letters or numbers. SeniorThrive creates the link after it sets up the employer, and one link works for every employee there.

1. Click the tile and open the link.
2. Create an account with your name, email and password. Your code is already filled in.
3. Add your parent's name, email and relationship. Nothing is sent to them at this step.
4. Land on Family Home, which shows your employer benefit is on. Invite your parent and family from Circle.

Signed up with Google, Apple or Facebook, or already have an account? Go to Settings > Account > Employer benefit and enter the code.

6 Logo



Use the full-color logo on the benefit tile.
Download: seniorthrive.com/seniorthrive-full-logo.svg

7 Billing, setup and reporting

Billing	Employer-paid, with one invoice to the employer. Employees pay nothing and never enter a card.
What you provide	The employer name, contract dates and, optionally, work-email domains. SeniorThrive sets it up.
Launch	**About three weeks from signing.**
Reporting	A counts-only participation readout for the employer. Any count under 5 shows as "Fewer than 5".
If the program ends	Households get 30 days' notice before moving to the Free plan.

8 For brokers: add SeniorThrive as a custom benefit tile

Fits Employee Navigator, PlanSource, bswift, Businessolver and PEO portals. Menu names vary by platform.

1. Create a new custom or voluntary benefit.
2. Name it SeniorThrive and paste the description from section 1.
3. Add the employer's enrollment link from section 5.
4. Choose which employees see the tile, as agreed with the employer. All benefits-eligible employees is the common choice.
5. Mark it employer-paid with $0 employee cost.
6. Add it to open enrollment, a new-hire window or a qualifying-event window.

Ready to launch for a client?
Book 30 minutes and we will have the employer set up in about three weeks.

seniorthrive.com/meet
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Sources. Value in Health (ISPOR), 2022, using 2015 data: pmc.ncbi.nlm.nih.gov/articles/PMC9922792 · Gallup, Pfizer-ReACT poll, 2011: news.gallup.com/poll/148670 · Harvard Business School, The Caring Company, 2019: hbs.edu/managing-the-future-of-work/research/the-caring-company · AARP and National Alliance for Caregiving, Caregiving in the US 2025: aarp.org/caregiving/basics/caregiving-in-us-survey-2025