The plan for having older parents. An employer benefit that starts at home, before a crisis.

The proactive platform for families with older parents. It starts with the home. Nearly half your workforce balances a job with caregiving, and most of them are thinking about Mom's stairs, not a nursing home. SeniorThrive gives each of them a plan for the house, the medicines and the family, years before care is needed.

43%
of full-time employees balance their job with caregiving, up from 38% in 2019

51%
of millennial employees have caregiving responsibilities

39%
of Gen X employees have caregiving responsibilities

49%
of employed caregivers say their supervisor knows

WHAT EMPLOYEES GET

Fix the home	Photo-based Room Safety Check of the parent's house, a ranked fix list, a Home Safety Score, repair help
Support the person	Daily one-line check-ins, My Medicines, Emergency Card, scam checks, wellness tracking
Connect the Circle	One plan for one parent, the employee and two more family members, with a family hub and shared calendar

Month one builds the foundation, a little each month after that, and when care is needed everything is already in one place.

WHAT HR GETS

- **Live about three weeks after signing.** Brian sets up your employer account; HR sends employees the employer code or a signup link. No eligibility file, no IT ticket, no integration for groups up to 2,000.
- **A launch kit HR can send as is.** Explainer video, open-enrollment one-pager, three intranet posts, a manager card, and a live webinar: "Keep Mom and Dad safe and independent at home. Start this weekend."
- **A one-page monthly report.** Families who joined, activation rate, monthly use, homes with a Room Safety Check and Circle invites. Counts only, never a person. Any count under 5 shows as Fewer than 5. Site and department views need 10 or more enrolled employees.
- **Security summary and DPA on request.** Hosted on infrastructure that holds SOC 2 Type II reports, which covers the hosting layer. Sits outside your group health plan. Family members join only by the employee's invitation and are never identified to you.

THE 90-DAY PILOT

Fee	**$10,000 flat**, up to 2,000 eligible employees, credited in full to year one when you sign by day 90
Weeks 0 to 1	Employer account and signup link live, launch kit, CHRO announcement, launch webinar
Weeks 2 to 8	Enrollment nudges through your channels, first monthly report at week 5, second webinar, employee survey
Week 9	Day-60 review with you and your broker against the success bar we set together
Weeks 10 to 12	Case-study interview and renewal proposal

PRICING AFTER THE PILOT

$2.50

per eligible employee per month, $24,000 annual minimum. Includes the full Essential tier for every enrolled employee, one parent and two more family members. Steps to $3.00 at renewal if activation runs above 15% for two consecutive quarters, and to $3.50 above 30%.

1,000 employees: $30,000 a year.

WHAT IT TAKES TO LAUNCH

- One champion in HR or benefits who owns the pilot
- A launch announcement from the CHRO, using the copy in the kit
- Approval of three intranet posts and a manager card
- Two 30-minute slots: launch webinar and day-60 review

Twenty minutes is enough to see if this fits your people.

Brian Fluhr, Founder / Chief Thriving Officer
brian@seniorthrive.com · 714.371.7493
seniorthrive.com/meet · seniorthrive.com/work

Sources: Guardian, From Workforce to Careforce, Nov 2025 · AARP and National Alliance for Caregiving, Caregiving in the US 2025. SeniorThrive is a software benefit, not an insurance product. SeniorThrive™ · SeniorThrive LLC