

# 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. Home is where Mom and Dad want to be. It is also where the risk grows as they age.

## 43%

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

## 37%

of employees identify as caregivers, though many more are providing care or expect to

## 19%

of employees feel their caregiving needs are well recognized at work

## 20%

feel very supported in their caregiving

### WHAT EMPLOYEES GET

|                           |                                                                                                                                                                                            |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fix the home</b>       | Photo-based Room Safety Check of the parent's house, a ranked fix list, a Home Safety Score, repair help                                                                                   |
| <b>Support the person</b> | Daily one-line check-ins, My Medicines, Emergency Card, scam checks, wellness tracking                                                                                                     |
| <b>Connect the Circle</b> | One plan for up to two parents, the employee and two more family members, plus the ThriveFamily tools: family hub, shared calendar, Conversation Guides, sibling alignment, Companion Chat |

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

- **Launch in three weeks.** Employees activate with a work email. No eligibility file, no IT ticket, no integration for groups up to 2,000. Larger groups add SSO and an eligibility file, which takes implementation time.
- **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, families using it this month, homes with a Room Safety Check, and average Circle invites. Counts only, never a person. Any count under 5 shows as Fewer than 5.
- **Security summary and DPA on request.** Hosted on infrastructure that holds SOC 2 Type II reports. That covers the hosting layer, not SeniorThrive itself. The benefit sits outside your group health plan. The employee is the member; family participants join only by the employee's invitation and are never identified to the employer.

### THE 90-DAY PILOT

|                       |                                                                                                                                                          |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fee</b>            | <b>\$10,000 flat</b> , up to 2,000 eligible employees, credited in full against the first annual invoice if you sign within 30 days of the day-60 review |
| <b>Weeks 0 to 1</b>   | Agreement, domain verification, launch kit, CHRO announcement, launch webinar                                                                            |
| <b>Weeks 2 to 8</b>   | Enrollment nudges through your channels, first monthly report at week 5, second webinar, employee survey                                                 |
| <b>Week 9</b>         | Day-60 review with you and your broker against the success bar we agree on together                                                                      |
| <b>Weeks 10 to 12</b> | Case-study interview and renewal proposal                                                                                                                |

### 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 the manager talking-points card
- Two 30-minute calendar slots: the launch webinar and the day-60 review

### PRICING AFTER THE PILOT

## \$2.50

per eligible employee per month, \$24,000 annual minimum. Includes the full Essential tier for every enrolled employee, up to two parents 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.**

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

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