Employees may not talk about elder care. But caring for an aging loved one can be expensive, emotionally taxing, and hard to navigate. And the costs – to employees and organizations – are evident and piling up.

- 1-in-6 employees care for an aging relative
- Nearly 70% of caregivers scale back their careers
- Sandwiched employees lose 14 work days per year to care demands

A Mounting Concern for Employees

With more than 90% of at-home care managed by families, unsupported elder care needs are having drastic effects on employee well-being and performance. And finding help is about to become even more difficult.

- The number of available caregivers is shrinking
- 41% of employees’ elder care challenges hit them by surprise
- 10,000 Americans turn 65 every day
A New Approach to Elder Care

Provide Employees with Vital Help

*Bright Horizons Elder Care™* is the only solution that combines access to a care planning platform with the personalized, stress-saving, live guidance from coaches, and direct access to back-up elder care. What your employees get:

- An online platform centralizing all aspects of care coordination
- Family consultations and unlimited messaging with an experienced Care Coach
- On-site elder care assessments and customized care plans
- Elder-related consultations with attorneys and financial counselors
- Referrals to local service providers

Strengthen Your Brand and Your People Performance

Help employees through every aspect of the elder caregiving journey. Trusted support means employees have fewer absences, greater confidence and focus, and the ability to contribute more to your business goals.

2. Lynn Feinberg and Rita Choula, “Understanding the Impact of Family Caregiving on Work,” AARP Public Policy Institute, October, 2012
6. Ibid.
7. Forbes, “Social Security Feels Pinch As Baby Boomers Clock Out For Good,” 2018

A Great Complement to Back-Up Care

Choose a partner that can address short-term care needs, while also providing the planning tools for continued care, the platform for coordination and management, and quick connections to legal and financial advisors. Three program features make it easy for employees to request and coordinate in-home care:

- Care Coaches who can direct calls over to our back-up care consultants for immediate attention
- A secure and convenient way to communicate with in-home caregivers, share to-do lists, and more
- Care plans that can be easily exported to share daily schedules and other caregiving details with new in-home aides

CONTACT US TO LEARN MORE.
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