

CASE STUDY



BENEFITS &
COMPENSATION



SCHEDULING
& FLEXIBILITY



PROFESSIONAL
DEVELOPMENT



WORK SUPPORT
& RESOURCES



FINANCIAL
WELLNESS

SUPPORTING CAREGIVERS INCREASES PRODUCTIVITY AND RETENTION

At one large insurance company, where 70% of employees are women over 40, managing caregiving responsibilities is an increasingly common challenge. Research shows that employees who are caregivers miss 350 hours (about 2 weeks) of work each year. Juggling the demands of caretaking for two generations is twice as complicated. Many of the employees find themselves 'sandwiched' between caring for an elderly relative and their children. This results in stressed and distracted employees. They often have more absences and are forced to forfeit career advancement.

With a desire to mitigate the toll caregiving takes on their staff, Human Resources launched an initiative to help employees manage their caregiving responsibilities. For employers, that translates to employees who can remain focused at work. Here is the action this company took:

Ask the right questions. When management recognized the strain that caregiving had on employees, they knew they wanted to do more to support their staff. To better understand the challenges of this segment of their workforce, they set up opportunities for direct staff input, including a staff survey, focus groups, and informal discussions. Employees were asked to share their caregiving challenges and to offer ideas to drive towards solutions.

Enlisting experts. This company hired a caregiver concierge service that employees can access at no cost. Because there is a tremendous amount of resources available to support caregivers, finding the time to learn and navigate the systems can be overwhelming. Employees now have access to a comprehensive caregiving arsenal to navigate this confusing and emotional time. Whether they are looking for up-to-date research, support services, or simply want to ask a health question, the concierge service will give them guidance and peace of mind. For employees, it is a comfort to know that they are not alone on their journey and that their employer cares about them personally.

COMPANY INFORMATION

This global insurance corporation is headquartered in New Jersey, with 5,000 employees.