The next generation of family-centered care
The cost of waiting to offer parenting & caregiving support is higher than ever before.

$12M+
Annual cost of productivity loss by caregivers for an organization of 10K employees

$52M+
Annual cost of burnout among working parents for an organization of 10K employees
In the face of competing demands, family benefits take priority.

67% Of employers say a lack of caregiver support negatively impacts the entire workforce.

80% Nearly 80% of responding employers said that caregiving benefits are vital to efforts to attract and retain employees, and 66% believe these benefits could advance their diversity, equity and inclusion (DEI) goals.

77% Of employers say family-friendly benefits are a priority over the next few years.

CLEO’S CLIENT TRENDS

Cleo clients & partners continue to expand family benefits. In the last year, 47% of our largest customers added at least one new area of support with Cleo.
Cleo is the first global family benefits platform to support every stage of parenting and caregiving, pioneering the next generation of family-centered care.
Digitally curated member experience & expert support system, designed for anyone caring for a loved one.
Always-on experience allows members to engage on their terms.

- Trusted longitudinal relationship with designated Cleo Guide
- LifePaths<sup>SM</sup> to support high need members, like NICU, Mental Health, Neurodivergence, & Alzheimer’s disease
- Curated articles, videos, expert workshops, personalized tips and in-app assessments
- Cleo Connect: group sessions across family cohorts
Making community connections during all of life’s ups and downs

Members can also engage in group sessions on relevant health and caregiving topics and Cleo Connect groups.

Selection of Cleo Connect Groups:
- Prenatal
- Postpartum
- BIPOC families
- Mind/Body Fertility

“Thank you for creating this safe space for us to come share what we’re going through. The past few days have been testing our resilience and coming here today was so important to me. I am already feeling like I can do this! So thank you for being there.”
- Cleo Connect Parent
Cleo drives real outcomes for employers, parents, & caregivers

EMPLOYER IMPACT

92% Return to work after parental leave
80% Recommend their employer
95% Cleo customer retention rate

MEMBER IMPACT

88% Cleo member activation rate
70+ Member NPS
5+ hrs Time saved when supported finding child care
Cleo members love the support