

✧ Homethrive

Driving Member Growth and Improving Outcomes Through Caregiver Support

Homethrive supports your policyholders and their beneficiaries through the full complexity of caregiving with concierge-level guidance. From navigating healthcare systems and benefits to coordinating logistics and coaching through difficult decisions, we're there every step of the way. Powered by predictive technology, we proactively anticipate needs and deliver personalized support that creates meaningful member experiences.

The Impact of Caregiving on Group and Individual Plans

- ▶ 73% of Individuals have caregiving responsibilities
- ▶ Caregiving is the #2 reason for leaving the workforce voluntarily, behind retirement
- ▶ Studies have shown hospital readmissions are 25% higher when not supported by a family caregiver
- ▶ Individuals without caregiver support are more likely to experience preventable falls, earlier admission to LTC facilities, and higher rates of neglected acute and chronic conditions

Everyone who might need care. Every caregiving need.



From child care to elder care, autism to Alzheimer's, caring for pets or grieving a loss, your policyholders and their beneficiaries are navigating more than you realize.

Homethrive is a complete solution with expert guidance, hands-on help, and emotional relief for all the ways they care, helping you drive distribution and be there for policyholders and their beneficiaries when they need you the most.

Complex Health
Conditions

Aging
Adults

Legacy and
Loss Support

Homethrive offers a living benefit that meets your members where they are on their caregiving journey.



24/7 Digital Access

to smart tools and expert-vetted resources that make it easy to find answers and manage care anytime, anywhere



Unlimited 1:1 Support

from Care Guides, experienced social workers providing coaching, care coordination, and emotional support



Seamless Benefits Integration

by connecting the right plan and resources at the right time to maximize engagement and impact



Optional Upgrades

Carriers or employers can elect to offer Care Credits, subsidizing in person child, senior and or pet care for families with an annual stipend of any amount

Support for Every Aspect of the Journey

In-home Care & Senior Living

Find the right services, navigate decisions, and get hands-on assistance with temporary coverage or long-term needs.

Care Gap Closure

Targeted outreach to close gaps, from colorectal screenings to diabetes medication adherence.

Fall Risk Reduction

Assessments, educational resources, and personal guidance to improve home safety.

Estate Planning

Guided prompts help users create and securely store legal documents like wills, trusts, and POAs.

End of Life & Loss

Compassionate guidance and hands-on assistance to help families navigate end-of-life care with dignity, including support with advanced directives and final arrangements.

Health Conditions

Assistance in understanding and coordinating care for cancer, Alzheimer's, and other complex health diagnoses.

Government & Community Resources

Support navigating and accessing veterans, community, and other government benefits.

Plan Navigation Support

Expert advice for understanding coverage and directing to appropriate plan benefits.

Better Support. Better Outcomes.

17%

boost in plan member retention

80%

reduction in employee turnover due to caregiving

23%

reduction in falls

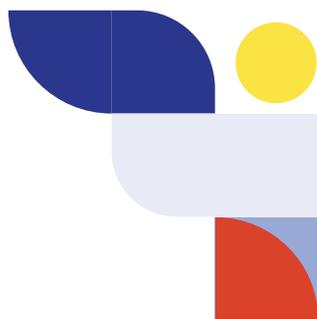
~69

additional days, on average, at home before institutional care

56%

avoided hospitalizations

**Data from health insurance partner actuarial analysis and Homethrive case studies.*



Easy to Implement, Manage, & Customize

Our turnkey solution does not require complex integration or data sharing. No more myriad point solutions and account representatives.

Get started in as little as 6 weeks.

 Homethrive

Ready to learn more?

Visit www.homethrive.com or scan the QR code to learn more.

