Supporting Employee Caregivers: Good Practice and Good Business

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The Caregiving Crisis

**Concerns about Patient**
- Financial
- Treatment
- Medications
- Communication

**Medication Adherence**

**The Juggle**

**Patient Care Plan**

**Financial Concerns**

**Limited Resources**

**Caregivers (themselves)**
- Stress
- Hard to ask for help
- Personal health risk
- Identifying resources
- Financial burden
- Work stress
The Employee Caregiver

There are approximately 44 million unpaid caregivers providing care for those 50 years and older.

Source: National Alliance for Caregiving and AARP, Caregiving in the U.S. 2009
75% of those caregivers are also employed

Source: National Alliance for Caregiving and AARP, Caregiving in the U.S. 2009
Employee Caregivers Struggle With Work-Life Balance

Work Accommodations Due to Caregiving for an Adult Age 50 or Older

- Turning down a promotion: 5%
- Reducing hours or taking a less demanding job: 9%
- Quitting a job or taking early retirement: 10%
- Taking a leave of absence: 17%
- Arriving Late/Leaving Early: 64%
- Any of These: 68%

Source: National Alliance for Caregiving and AARP, Caregiving in the U.S. 2009
Pfizer-Gallup Data
Awareness of Caregiving in the Workplace

31% of working caregivers don’t self-identify

71% of managers are aware of their employees’ caregiving status

Source: Pfizer and Gallup, The Wellbeing of Working American Caregivers 2010
Health Impact on Employee Caregivers

- Employed caregivers are less well rested than employed non-caregivers and have fewer productive days.

- Employed caregivers are more likely to be diagnosed with high blood pressure than employed non-caregivers.
  - About 25% higher incidence of high blood pressure among caregivers.

- Employed caregivers experience elevated daily and chronic physical pain relative to employed non-caregivers.
  - Caregivers are 50% more likely to experience daily physical pain than non-caregivers, and are 35-50% more likely to experience chronic recurring pain.

Source: Pfizer and Gallup, *The Wellbeing of Working American Caregivers 2010*
Caregiving Impacts Employers
Higher Healthcare Costs, Lower Productivity, Decreased Retention

Providing care is keeping 24% of employees from working more

Caregivers report missing an average of 6.6 days per year

Loss of productivity due to caregiving costs US businesses up to $34 billion annually

Sources: Pfizer and Gallup, The Wellbeing of Working American Caregivers 2010 and National Alliance for Caregiving and AARP, Caregiving in the U.S. 2009
What Is ReACT?

ReACT is an employer-focused coalition dedicated to addressing the challenges faced by employee caregivers caring for loved ones with age-related, chronic conditions and reducing the impact on the companies that employ them.
Our Members

[Logos of various organizations]
Perspective from Corporate Leaders

As a Corporation
Promote Health

As an Employer
Work Product and Efficiencies

As a Payer
Company’s Healthcare Cost

Employee Caregiving Impact:
- Lower Productivity
- Presenteeism
- Absenteeism
- Decreased Retention

Alzheimer’s disease
- Most commonly reported disease requiring care by an employee

Chronic pain
- Caregivers are 35-50% more likely to experience chronic pain

Stroke
- 5th most commonly reported condition requiring care by an employee

Diabetes
- Twice as common in caregivers than non-caregivers

Health risk behaviors
- Smoking is higher among caregivers

Depression
- Risk strongly correlated with caregiving

Heart disease
- Three times more common in caregivers
ReACT Is Changing the Conversation

**Demonstrate leadership through diverse cross-sector membership**
- Private Sector
- Academia
- Non-Profits
- Care organizations

**Increase awareness of employee caregiver issues**
- De-stigmatize caregiving
- Elevate the conversation
- Contribute new data

**Provide resources to employers to best support employees**
- Provide tools for HR & front-line managers
- Promote innovative practices
- Share best practices across sectors
Caregiving Assistance: Willingness to Contribute

“If your employer asked you to pay a small portion of the cost, would you want each of the following benefits?” (% Yes)

- Employee Assistance Plan: 35.0%
- Financial/Legal Advisors: 49.5%
- Assisted Living Counselors: 44.6%
- Ask-a-Nurse: 46.9%

Source: Pfizer and Gallup, The Wellbeing of Working American Caregivers 2010
Transamerica’s At-Retirement Initiative

**Task:** Help the at-retirement age group (55 to 70 year olds) take responsibility for their financial future.

**Focus:** Build, launch and support “Your Financial Life,” a one-of-a-kind personal retirement platform that offers clear, expert advice and peer experiences. **Initial site launched March 31.**

**Your Financial Life**

- An online experience designed to better engage and get closer to the at-retirement consumer (55-70 year olds). Provide solutions to a significant part of the population that is unadvised and underserved in the at-retirement segment.

- Platform contains three main components:
  - **PLAN** (Retirement Outlook)
  - **LEARN** (Financial education, articles and videos on topics from investing and healthcare to caregiving)
  - **CONNECT** (social media dialogue on a variety of channels including, the Transamerica blog, Facebook, Twitter and Google+ accounts)

- Growing relationships with the Alzheimer’s Association, Women’s Institute for a Secure Retirement (WISER), RetirementJobs.com.

- Existing relationships with Transamerica Center for Retirement Studies, and the MIT AgeLab.
Helping those who are helping others

Proprietary research, consumer testing and industry knowledge has led to a focus on two specific areas of the at-retirement demographic:

**Women & Caregivers**
Overall, 1-in-4 Baby Boomers don’t have a relationship with a financial advisor; underserved and unadvised – yet represent $11.5 trillion opportunity in retirement assets.

**Characteristics include:**
- Peer-influenced – those who like to hear what friends and family are doing/recommend.
- Cautious, yet looking for validation.
- Increasingly turning to social media and blogs to research health and financial topics.

- 78% of Baby Boomers are online and 85% of women make purchasing decisions for their households
- Caregivers spend 150 minutes more on the Internet each month than the average user; they view 70% more pages as well.

- 76% have researched a disease or medical topic in the last 12 months and increasingly they are using social media to share their experiences.

- 52% of caregivers said that online tools are helpful in managing their own stress or a relatives condition.

**Transamerica’s Your Financial Life** aims to be a trusted resource in this community.
Stemming from the 2012 Study, ReACT wanted the next project to provide resources to employers to better assist their working caregivers.

The study resulted in the following suggestions:

- Paid time off and flexibility in scheduling
- Geriatric care manager service and consultations
- Evidence-based programming
- Volunteer programs
- Planning for the workplace program
- Offering benefits based on core business elements
Provides employers with tools and resources on how to best support their employee caregivers in four steps:

- Have the conversation
- Embrace Caregiving as the New Normal
- Demonstrate Flexibility
- Keep Caring for Caregivers

For additional support, employers can also visit:

www.aarp.org/react
or
www.respectcaregivers.org
ReACT
ABOUT THIS WEBSITE

ReACT has created this online resource to support a business environment where the challenges faced by caregivers, juggling the demands of work and caregiving for an adult with a chronic age-related disease, are understood and recognized by employers.

The following four areas are targeted steps that human resources directors and frontline managers can take to begin better supporting this growing population. (You can also download these resources in PDF format.)

4 Initial Steps Employers Can Take

Have the Conversation
Supervisors, talk to your employee caregivers about their dual responsibilities at work and at home. Learn about existing resources to help them maintain a healthy work life balance. Explore

Demonstrate Flexibility
Find ways to accommodate schedules and show your employee caregiver that you understand they are juggling two full-time jobs: caregiving for a loved one and working at your organization. Explore
The ReACT coalition is responding to changes in the workplace and supporting schedule flexibility for the caregiving workforce. It's a matter of business necessity. Watch and learn more.

ReACT Member Voices

Debra Whitman
EVP, Policy and International Affairs, AARP
Demonstrating the Business Imperative

Employer Resource Guide Launch at
U.S. Chamber of Commerce
November 20, 2013
In recognition of National Caregivers Month, Drew Holzapfel, Convener of ReACT (Respect A Caregiver’s Time), an employer-focused coalition that is addressing the challenges of employee caregivers, will visit the New York Stock Exchange and ring The Opening Bell®. ReACT is highlighting the launch of its Employer Resource Guide: Four Steps for Supporting Employees with Caregiving Responsibilities, a free resource for front-line managers and human resource professionals to help provide support for the increasing number of those with elder caregiving responsibilities in the workplace.

About ReACT (Respect A Caregiver’s Time)
Mapping the Caregiver Journey
A Needed Tool to Drive Innovative Solutions

SAMPLE OUTPUT
Both print and digital/interactive
Mapping Process
Four Steps to Produce the Journey

**Collect**
Gather data from ReACT members and partners

**Analyze**
Decide which data applies to the Caregiver Journey

**Prioritize**
Hold Data Summit to validate best data for Caregiver Journey

**Map**
Create the “map” that best explains the Caregiver Journey to employers
Follow ReACT

ReACT Coalition
www.RespectCaregivers.org

ReACT Employer Resource Guide
www.aarp.org/react

Twitter: @ReACTCare
LinkedIn Group: ReACT Coalition