

When should you recommend Cleo?

If any of these “trigger words,” buzzwords, or phrases resonate with your business needs or goals, Cleo provides a solution.

Cleo’s generational caregiving platform is designed to support the specific needs of prospective and current parents and caregivers, both at home and at work, and save the company real dollars in the process.



If you’re focused on supporting the following populations:

- Diversity, Equity, and Inclusion (DEI)
- LGBTQ+ support
- Family-friendly benefits
- Fertility
- Self-care support
- Parenting support
- Caregiving and eldercare
- EAP and EAP utilization
- Mental health
- Women’s health
- Menopause support
- Grief & loss

If you’re looking to improve:

- Productivity
- Recruitment & retention
- Reduction in absenteeism rates
- Reduction in presenteeism rates and “quiet quitting”
- Employee morale
- Mental health

82%

Of Cleo members agree that their company cares about their needs as someone planning a family, a working parent, or a family caregiver

If you’re looking to reduce spending on:

- Behavioral health
- Neurodivergence
- Pregnancy and birth support
- Leaves of absence
- Attrition
- Hidden costs of productivity loss

Topics to consider when considering Cleo

Diversity, Equity, and Inclusion (DEI): Cleo supports women, Black, Latino, and indigenous people who experience disproportionate health inequities and responsibilities due to parenting and caregiving.

LGBTQ+ support: Support for LGBTQ+ children and their caregivers themselves is a core component of Cleo's offering, fostering an inclusive and affirming environment for families of all backgrounds.

Family-friendly benefits: Cleo's offering is centered around families, from those looking to grow their families to those already parenting or caring for adult loved ones.

Fertility: Cleo offers guidance related to fertility options, including IVF, IUI, egg freezing, finding a fertility clinic, and more, empowering individuals and couples on their unique journey to parenthood.

Parenting support: Support for parents of children of all ages is a core component the Cleo offering.

Caregiving and eldercare: This support is a core component of Cleo's Caregiving offering.

EAP and EAP utilization: Cleo is a holistic solution that works in conjunction with the shorter-term solutions EAPs provide. Cleo refers members to their EAP more than any other benefit.

Menopause support: Menopause is a highly personal experience, with a wide variation of symptoms and challenges that can impact daily life, that's why menopause is included with Cleo's Self-care support.

Self-care support: Cleo's delivers practical, actionable tips for how to stay engaged as a caregiver and employee and how to care for oneself while caring for others.

Grief and loss: Cleo's Guide-driven member experience, expert content, and digital platform are designed to support members if they experience grief and loss at any stage.

Recruitment and retention: Nearly 80% of employers say that caregiving benefits are vital to efforts to attract employees and 55% of employees said they would leave for better family benefits.

Productivity: Cleo supports employees' home life and mental health, so they're able to focus at work.

Absenteeism rates: Cleo connects caregivers with child care options as well as adult caregiving support, so that employees save time during the search for these services and don't have to miss work.

Presenteeism and "quiet quitting" rates: More than 60% of working parents have reported experiencing burnout. Cleo proactively addresses burnout before it becomes overwhelming.

Employee morale: Cleo supports employees' home life so they're able to thrive at work. Our support includes career coaching, navigating return to work, and more.

Behavioral health: Cleo provides emotional wellness coaching as standalone mental health support or to complement and amplify existing mental health benefits; this support lowers healthcare costs due to improved depression and anxiety and improved productivity.

Neurodivergence: Support for neurodivergent children and teens is a core component of Cleo's offering which allows clients to consolidate benefits if they are currently offering a point solution for this support.

Pregnancy and birthing: Providing pregnancy and birth support with Cleo can decrease costs for an employer through improvements in PMAD, safely reduced cesarean sections, safely increased VBAC, safely reduced newborn ER and hospital care, reduced attrition, improved productivity, and more.

