

Cleo's Family Health Index™ Quarterly Report

THIRD QUARTER, 2023



Introducing the quarterly report

Cleo's Family Health Index™ (FHI) identifies parents and caregivers at greater risk of burnout and in urgent need of targeted and proactive intervention. The FHI allows Cleo to measure and track changes to a member's health over time, while providing timely support and actionable steps for improvement.

This first report in the series is for Q3 2023 and contains insights from Cleo's book of business FHI assessments. Cleo members receive the FHI assessment at enrollment and then every six months on a rolling basis. These insights will help you understand the landscape of family support, and what outcomes you can expect to achieve from supporting the parents and caregivers in your workforce. You'll also learn how Cleo is helping solve costly problems — such as absenteeism, presenteeism, burnout, retention, and more — for companies like yours.

As the leading end-to-end parenting and caregiving benefit, Cleo's hope is that these reports provide regular insights to our current and prospective partners on the state of caregiver health.

Parents and caregivers today: navigating essential needs

30%

REPORT THEIR HEALTH HAS DECLINED IN THE PAST YEAR

90%

IDENTIFIED WITH THE NEED TO NURTURE THEIR SELF-CARE OR GENERAL HEALTH

59%

DO NOT GET OR MAKE ENOUGH TIME FOR THEMSELVES

10%

FEEL LONELY OR ISOLATED MOST OF THE TIME OR ALWAYS

47%

IDENTIFIED AS AT-RISK FOR DEPRESSION AND/OR ANXIETY

28%

STRUGGLE TO GET ENOUGH SLEEP

33%

DO NOT GET ENOUGH EXERCISE OR EAT A HEALTHY DIET

25%

STATE THEY ARE BURNT OUT AND LESS ABLE TO COMPLETE TASKS

CLEO BOOK OF BUSINESS DATA

N=2,937

This quarter's findings

48.5

Or 69%, is the average FHI score calculated out of 70. Higher scores indicate greater health and wellbeing.

63%

Of parents/caregivers are identified as higher risk

33%

Of parents/caregivers are identified as higher risk across more than one dimension

9%

Of parents/caregivers are identified as higher risk across 4 or more dimensions

Out of the seven FHI dimensions, Caregiving balance, Self-care, General health, and Connectedness are the most commonly impacted

1. **Caregiving balance:** Ability to make enough time for oneself; amount of burden from parenting and/or caregiving
2. **Self-care:** Ability to care for oneself (e.g. sleep, physical activity, and/or healthy eating)
3. **General health:** Self-reported rating of one's personal health and trend relative to a year ago
4. **Connectedness:** Participation in social activities; feeling isolated or lonely

OTHER DIMENSIONS MEASURED

Confidence: Ability to make enough time for oneself; amount of burden from parenting and/or caregiving

Emotional wellness: Ability to care for oneself (e.g. sleep, physical activity, and/or healthy eating)

Family support: Self-reported rating of one's personal health and trend relative to a year ago

Parents are experiencing the highest health impact, and adult caregivers have a high percentage of higher risk needs

Highest risk



Parents of teenagers are currently the highest risk members, with their emotional wellness impacted the most among parents and caregivers who filled out the survey.

Lowest FHI scores



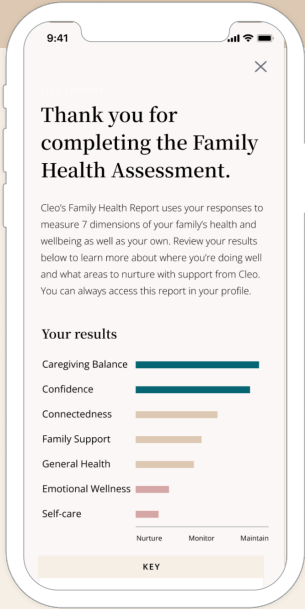
Millennials caring for a loved one and parents of babies or toddlers had the lowest FHI scores, with a moderate to severe impact across caregiving balance, emotional wellness, connectedness, and self-care.

Largest group of high risk



School-age parents and adult caregivers are the life stages with a greater percentage of members identified with higher risk needs.

How it works



FHI MEMBER REPORT

1. Upon enrollment, members are encouraged to complete their FHI assessment in the Cleo app and through member messaging.
2. Once members complete their 22-question assessment, they are instantly provided their Family Health Report, which lives in the app for ease of access.
3. Guides reach out to members and highlight the top area of support to focus on alongside educational content. Members can schedule a call with their Guide to receive personalized support.
4. Every six months, members are re-screened to help track their progress.

Reporting

Cleo members instantly receive their **in-app report** and have on-demand access to view it at any time. Once a member has filled out the FHI more than once, they will have access to past results so they can track their progress along their family journey.

Cleo clients will see **FHI workforce reporting included in their Quarterly Business Reporting**. With both book of business and individual workforce results, Cleo clients see how members engage with support following the FHI, and impact to family health outcomes across their population.

Interventions and engagement

After completing the FHI assessment:

67%

RESPONDED TO GUIDE MESSAGES

51%

ENGAGED IN ACTIVE MESSAGING CONVERSATION

38%

COMPLETED A SESSION

87%

READ EDUCATIONAL CONTENT

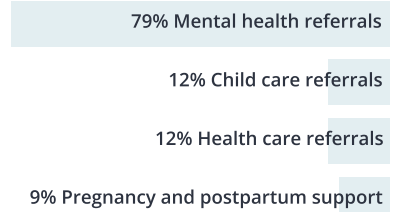
Cleo uses FHI insights to increase session engagement and provide meaningful benefit referrals

Sessions by support area

Guide sessions provide an opportunity for members to receive expert advice and tailored support.



Top benefit referral categories



Guides will educate and refer members to their employer covered benefits that relate to their needs uncovered by the FHI. Members have on-demand access to the most relevant benefit descriptions through their Cleo app.

Interested in supporting the overall health and wellbeing of your working parent and caregiver population?

Work directly with Cleo to introduce the Family Health Index™ at your workplace by reaching out to getcleo@hicleo.com