

# *Better Work, Better Care:* How Employers Can Support Family Caregiving

February 27, 2014  
3:00 pm ET

Caregiving Coalitions & Advocates  
*Webinar Series*



# Our Speakers



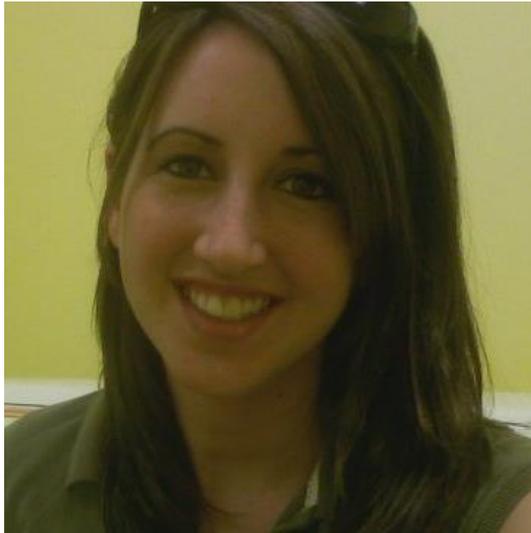
## **Brooks Kenny**

***Executive Vice President & Chief Marketing Officer  
Lotsa Helping Hands***

A member of the Founding Team of Lotsa Helping Hands and nationally recognized expert in cause marketing and strategic partnering, Brooks Kenny is the force behind the company's successful enterprise and nonprofit marketing initiatives. As Executive Vice President & Chief Marketing Officer, Brooks directs the company's worldwide branding, marketing, and social media efforts by developing strategic partnerships, creating business growth opportunities, and expanding reach.

Brooks is nationally recognized as a subject matter expert in caregiving, social media and nonprofit/for-profit relationships bringing her deep knowledge of cause marketing to Lotsa's key relationships. In 2009, Brooks received the National Family Caregivers Association's Founder's Award. More recently, the *Washington Business Journal* named Brooks one of its '40 Under 40' top business leaders exhibiting outstanding performance for their companies in the metro region.

# Our Speakers



**Jordan Green, M.S.**  
***Project Coordinator***  
***AARP Public Policy Institute***

Jordan Green serves as Project Coordinator at AARP Public Policy Institute. In this position she manages and performs project research and program analysis. She also provides counsel and functional support on strategic issues with a focus on family caregiving and social media. In close collaboration with the SVP-Public Policy Institute and VP-Strategic Initiatives, she assists in the management, development and implementation of special projects.

Prior to joining AARP, Ms. Green was Manager of Operations and Programs at the National Alliance for Caregiving. As Manager of Operations and Programs, Ms. Green assisted with project research, writing reports, providing technical assistance to state and local caregiving coalitions, overseeing office operations and managing other various programs. Ms. Green has a B.S. in Psychology from Eastern Mennonite University and an M.S. in Applied Gerontology from Towson University.

# Our Speakers



## **Jack T. Watters, M.D.**

### ***Vice President for External Medical Affairs Pfizer***

Dr. Jack Watters is Pfizer's Vice President for External Medical Affairs, responsible for relations with medical societies, academic institutions and government health bodies around the globe. He has also represented Pfizer on matters of corporate responsibility and human rights, especially relating to raising political will for the plight of people with HIV/AIDS and the older citizen.

Dr. Watters serves on the boards of several distinguished non-governmental organizations and arts institutions in the US and UK. He joined Pfizer in 1994 and was an architect of the landmark Diflucan Partnership Program which is now active in sixty of the world's least developed countries. Dr. Watters trained in medicine at the University of Edinburgh in his native Scotland.



# Brooks Kenny

*Executive Vice President & Chief Marketing Officer  
Lotsa Helping Hands*



Lotsa Helping Hands  
create community

# In the Hearts and Minds of Caregivers



*Lotsa Helping Hands powers online caring communities that help restore health and balance to caregivers' lives.*

*We bring together caregivers and volunteers through online communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide.*

*Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need.*

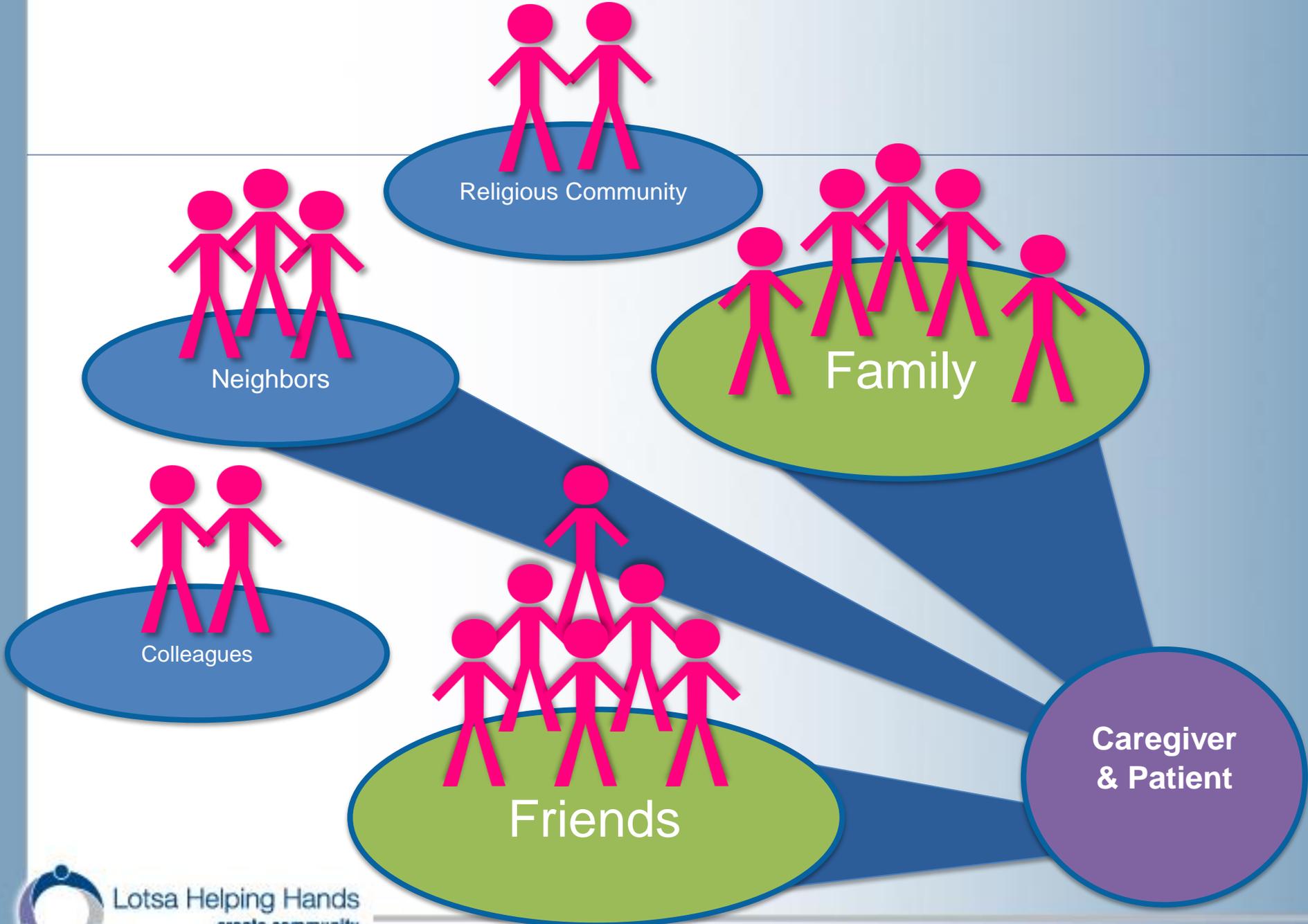
# Caregivers



# Susan's (and Amelia's) Story



Lotsa Helping Hands  
create community



# Testimonials

*“We would love to share our experiences with your wonderful website with others who might not know about it. Our Lotsa community has changed our life so much and I cannot imagine life without it anymore. My husband has ALS and as his care needs grow, so does our use of the website. Thank you so much for creating it!” - Diane*

*“Thank you so much for your site. We had a rough year when our son was diagnosed with Leukemia, and we had a newborn daughter to care for as well. Your site truly helped others help us.” - Sandy*

*“My friends and neighbors created a community for me when I gave birth to my daughter and the support I received was truly amazing. It inspired me to give back and help other families nearby through Lotsa.” -Kathleen*





# ReACT

Respect A Caregiver's Time

Corporate Leadership for Employee Caregivers



Tweet live now!

Follow: @ReACTCare

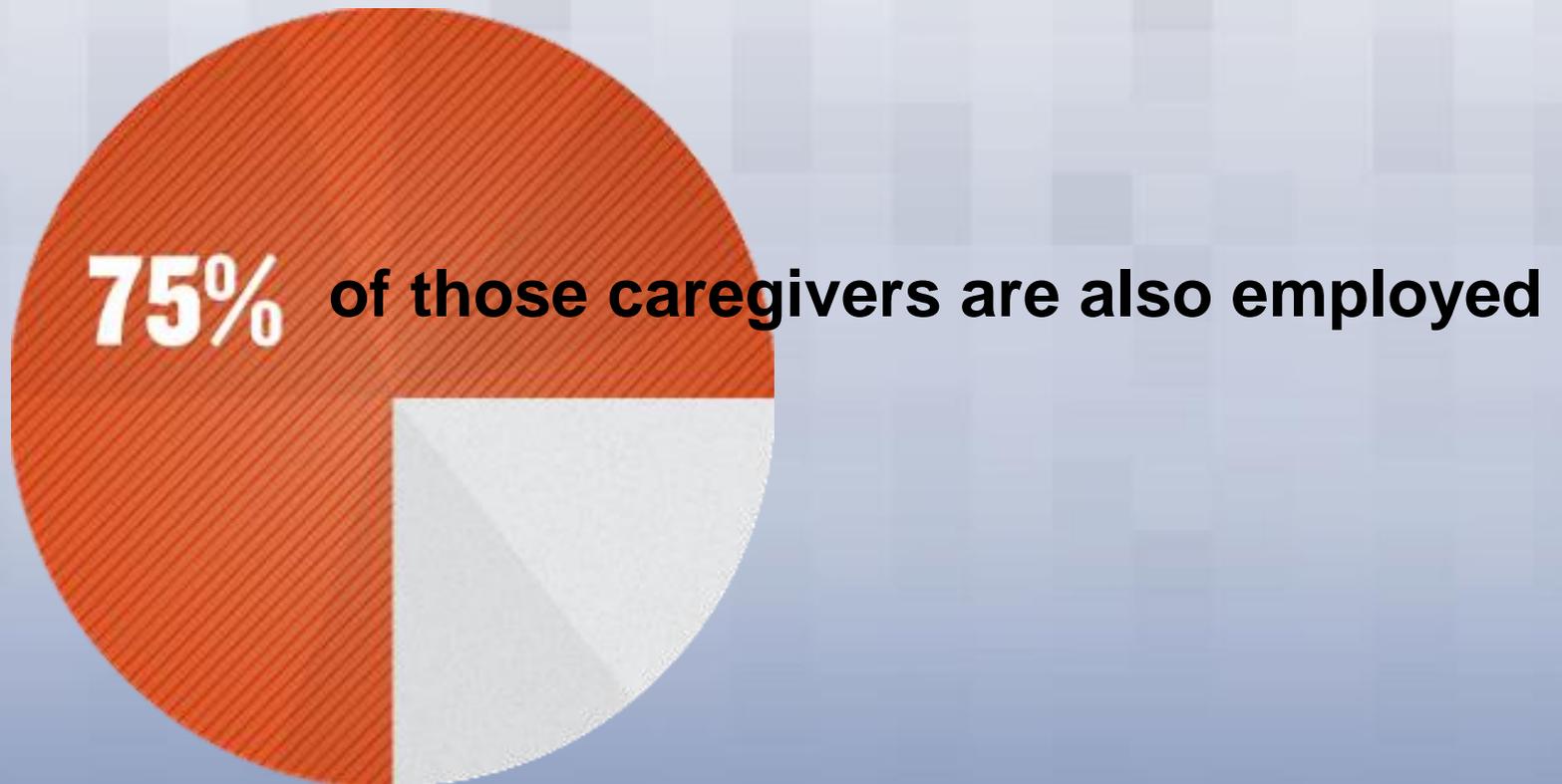
# The Employee Caregiver



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

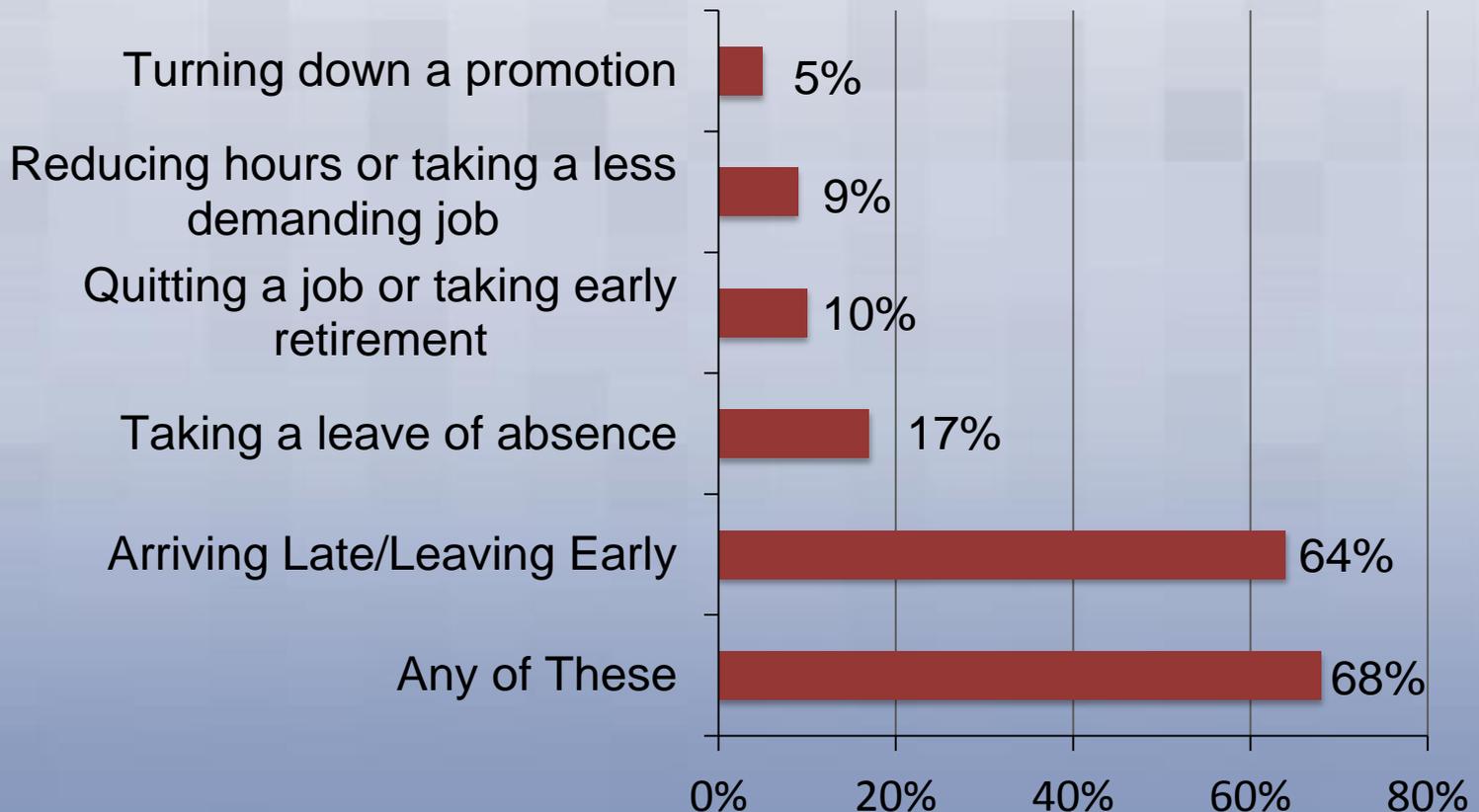
ReACT

# The Employee Caregiver



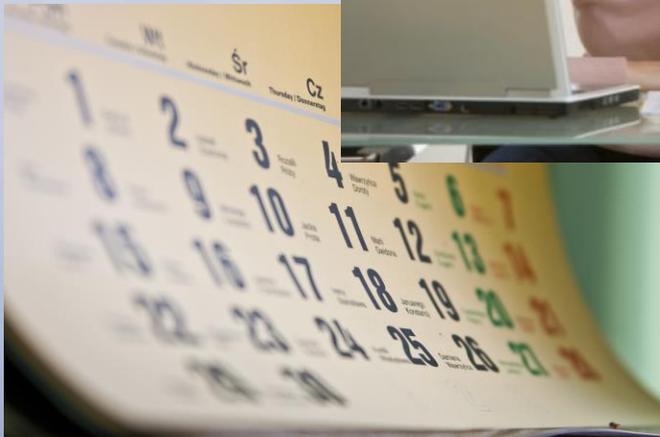
# The Employee Caregiver

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



# Caregiving Impacts Employers

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**

# 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.

# ReACT – Changing the Conversation

**Demonstrate leadership** through diverse cross-sector membership

- Private Sector
- Academia
- Non-Profits
- Care organizations

**Increase awareness** of employed caregiver issues

- De-stigmatize caregiving
- Elevate the conversation
- Contribute new data

**Provide resources** to employers to best support employees

- Provide tools for Human Resources & Front-line managers
- Promote innovative practices
- Create cross-sector dialogue



# Jordan Green

*Project Coordinator  
AARP Public Policy Institute*

# Best Practices in Workplace Eldercare

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





# ReACT

Respect A Caregiver's Time

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[Learn More About ReACT](#)

## 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](#)

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## Caregiving RESOURCE CENTER



# Employer Resource Guide

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](http://www.aarp.org/react)

or

[www.respectcaregivers.org](http://www.respectcaregivers.org)

**ReACT**  
Respect A Caregiver's Time  
Corporate Leadership for Employee Caregivers

## EMPLOYER RESOURCE GUIDE

FOUR STEPS FOR SUPPORTING EMPLOYEES WITH CAREGIVING RESPONSIBILITIES

Created by:  
**AARP**® **naac**  
Real Possibilities NATIONAL ALLIANCE FOR CAREGIVING

Funded by:  
**Pfizer**

ReACT

# Member Voices (VIDEO)

Like 10
 Tweet 3
 +1 0
 Share

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



**ReAct Final 2**  
by Jordan Green

**Debra Whitman**  
*EVP, Policy and International Affairs, AARP*

YouTube

0:12 / 3:54 360p

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# ReACT

## Respect A Caregiver's Time

Corporate Leadership for Employee Caregivers



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### caregiving RESOURCE CENTER



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## Get Started

It's important to identify the policies, benefits and services that fit best into your organization's size and position in the marketplace now, and also start thinking about the future.

### EMPLOYER CAREGIVING RESOURCES



Let us help you choose the best tools, policies, benefits and services to meet your needs. [Find Out More»](#)

### EMPLOYEE CAREGIVING RESOURCES



Addressing the work-life balance is a cooperative effort. Our information and resources can help you achieve your goals. [Find Out More»](#)

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# ReACT

## Respect A Caregiver's Time

Corporate Leadership for Employee Caregivers

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## Research Topics

Many studies have been conducted on the topic of caregiving and work. It is important for employers to understand the costs, benefits and impact associated with caregiving. This research will help raise awareness among employers about the importance of paying attention to their caregiving employees.

### ■ FLEXIBILITY IN THE WORKPLACE

- [Workplace Flexibility in the United States: A Status Report \(2011\)](#)
- [Flexible Workplace Solutions for Low-Wage Hourly Workers \(2010\)](#)
- [Sons at Work: Balancing Employment and Eldercare \(2003\)](#)

### ■ IMPACT – FINANCIAL & HEALTH

- [Understanding the Impact of Family Caregiving on Work \(2012\)](#)
- [Caregiving Research Center](#) – Includes range of studies and findings about the financial and emotional impact of caregiving
- [Corporate Eldercare Programs: Their Impact,](#)

## TOOLS



**Eldercare Calculator:** This site was developed to allow individual employers to calculate their own costs. [Do](#)



**Caring Workplace Survey:** Provided by St. Andrew's Resources for Seniors, a not for profit organization affiliated with the Federal Administration on Aging. [Do](#)



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## Employer Best Practices

ReACT and the National Alliance for Caregiving conducted organizational case studies on 18 companies taking a look at their best practices. A “best practice” approach is one that is equitable for employees, accessible to all employees, respects the privacy of employees, is mission-driven for the employer and, in the case of specific interventions, is provided by competent, qualified and trained professionals.

### ■ BEST PRACTICE STRATEGIES

A good strategy for achieving corporate goals of recruitment, retention, reductions in workplace accommodations and adverse outcomes such as leaving the workplace altogether as a consequence of caregiving include:

- An understanding of your workforce and their needs
- A program or policy that is available to all employees and not just one category of employee
- Training of supervisors and managers about eldercare
- Education for employees about the caregiving process and ways in which the program can

### ■ EMPLOYERS WITH PROGRAMS

These 18 employers have programs supporting their working caregivers; learn more about each of their caregiving programs and efforts.

- [Aetna](#)
- [American Psychological Association](#)
- [Caring.com](#)
- [CBS Corporation](#)
- [Duke University](#)
- [Emblem Health](#)
- [Emory University](#)
- [Fannie Mae](#)
- [Gundersen Lutheran Health Systems](#)
- [Intel](#)

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# ReACT

Respect A Caregiver's Time

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## About ReACT

ReACT is a coalition of corporations and organizations dedicated to addressing the challenges faced by employee caregivers and reducing the impact on the companies that employ them. The coalition and its members are dedicated to increasing awareness, understanding and action around issues faced by employee caregivers by:

- Developing data and research to improve understanding and quantifying impact
- Identifying and sharing best practices
- Showcasing employer successes

## Our Mission

ReACT seeks to support a business environment where the challenges faced by caregivers juggling the demands of both work and caregiving for an adult with a chronic age-related disease are understood and recognized by employers. Measures can then be taken to provide support and resources that employees need to better meet their personal responsibilities for caregiving and their professional demands.

**Join ReACT Now!**

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# Jack T. Watters

*M.D., Vice President for External Medical Affairs  
Pfizer*



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Active and Healthy Ageing

# Perspective from Global Leaders

“Aging will make it hard for governments to deal with mounting financial pressures. It may be time to **rethink our policies towards work.**”

– *Jean-Philippe Cotis, Chief Economist, OECD*

My Administration's Middle Class Task Force, led by Vice President Joe Biden, has made **supporting family caregivers a priority**, and we are working to assist caregivers as they juggle work, family, and financial responsibilities.

– *President Obama, Proclamation for National Family Caregivers Month, 2010*

We can avert this oncoming caregiving crisis by **re-envisioning support for family caregivers.**

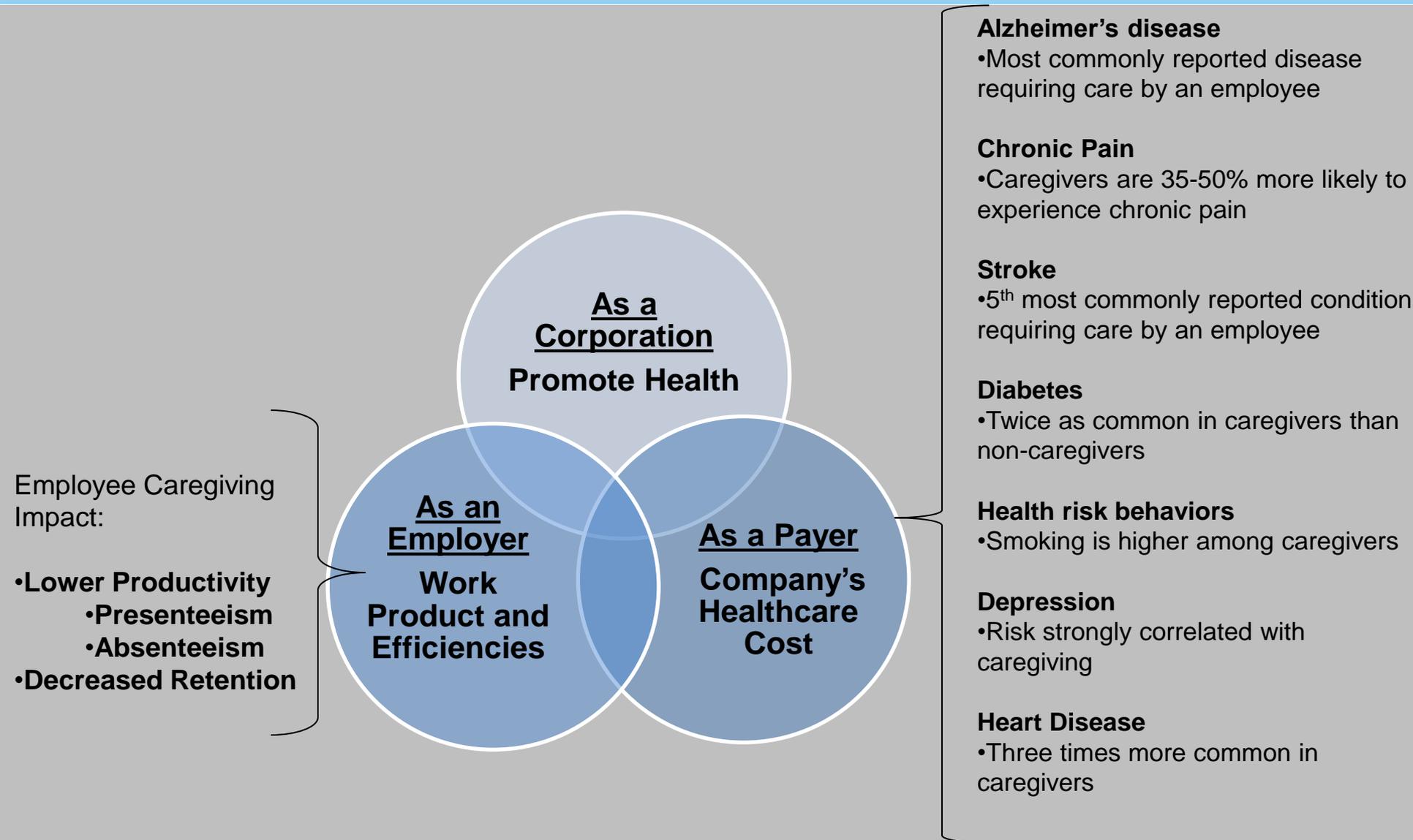
- *Rosalynn Carter, Former First Lady*



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Active and Healthy Ageing

# Perspective from Corporate Leaders



CENTERS OF EXCELLENCE

Active and Healthy Ageing

# Pfizer: Supporting Our Caregivers

## Examples

### 3 Focus Areas

#### Research



Supported Gallup's landmark study of caregivers in 2010



Leveraged research insights to develop Employer Resource Guide with AARP and NAC

#### Incubate



Recognized as having a "best practice"



Providing technology solutions to our employees to support their caregiving needs

Leveraging our participation in key events to highlight the issue

#### Amplify



# Pfizer: Our Partnership with ReACT



- Founding member
- Leveraged relationships with other thought-leading organizations to gain additional members
- Recognize the role of employers and share the vision of creating a supportive workplace for caregiving employees
- Committed to attracting, retaining and supporting our most valuable assets – our employees
- Common understanding of “Get(ting) Old”



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Active and Healthy Ageing

# Mapping the Caregiver Journey

## A Needed Tool to Drive Innovative Solutions

**The Issue:** Employers often are not aware of their employees' elder caregiving responsibilities. Unless they have experienced personal caregiving burdens for themselves, employers are even less likely to understand the unique needs of these caregiving employees and therefore provide needed support. The caregiver journey will describe how the employee experiences a loved one's disease or condition from the first caregiving experience, through all stages of presentation, diagnosis, treatment and resolution, and every step in between.

**ReACT's Approach:** Qualitative and quantitative data must be collected and analysed to develop the caregiver journey. This is likely to be expensive and generating it would only duplicate the work that many organizations have already done. ReACT, working with its members, would collect market research insights that our members are willing to contribute.

**Strategic Benefits:** Mapping the caregiver journey will create a foundation of understanding to show employers ways in which they can help their employees with caregiving needs. It will identify both milestones and pain points along the journey and illuminate what caregivers, their loved ones and providers are thinking and feeling. From an employer perspective, these insights will provide clear opportunities for action. For members, the benefit of developing this for ReACT members is that it provides essentially a common definition of the caregiving experiences. Insights that outline the needs set up the problem that ReACT, as a coalition, and its individual members. The benefit for ReACT would be that the organization can play a thought leading role in guiding employer action, product/service adoption and future development.

**Success Factors:** The caregiver journey will help identify:

- Specific opportunities to promote health and wellness that support employee caregivers;
- The types of and optimal timing for education and knowledge about aging, chronic illness and the caregiving role;
- The levels of health and care at which the employee caregiver needs the most support;
- Applicable to both the caregiver and the employee caregiver;
- The key decision-making stages and influencers (e.g., siblings, co-workers, healthcare providers) along the caregiving journey.

# *Questions/Comments*

## *Thank you!*

### ***ReACT Coalition***

[www.RespectCaregiver.org](http://www.RespectCaregiver.org)

Twitter: @ReACTCare

LinkedIn: <http://www.linkedin.com/groups/ReACT-Coalition-6549381>

### ***National Alliance for Caregiving***

[www.Caregiving.org](http://www.Caregiving.org)

Twitter: @NA4Caregiving

Facebook: [www.facebook.com/na4caregiving](http://www.facebook.com/na4caregiving)

LinkedIn: <http://www.linkedin.com/company/national-alliance-for-caregiving>

