

PROGRAM IMPLEMENTATION

Care@Work & City of South Fulton



Agenda

- 1 Introductions
- 2 Your Care@Work program
- 3 Eligibility Overview
- 4 Benefits Communications
- 5 Program rollout timeline

PROGRAM OVERVIEW

Care.com Membership (All)

Access to the largest online community for care. Child, senior, pet, home - all care in one place.

Backup Care

Subsidized and vetted care for children and adults. Personal Network allows employees to be reimbursed for Backup Care using their own caregiver or center.

- *\$0 per hour in-home*
- *\$15 per child, per day in-center*
- *10 days per employee*
- *75 total days*

PROGRAM DETAILS

Launch: November 23, 2020
Employees Covered: 460

LAUNCH PREPARATION

Custom URL and portal,
Landing Page & Co Branding

ELIGIBILITY PLANNING

Eligibility File – US

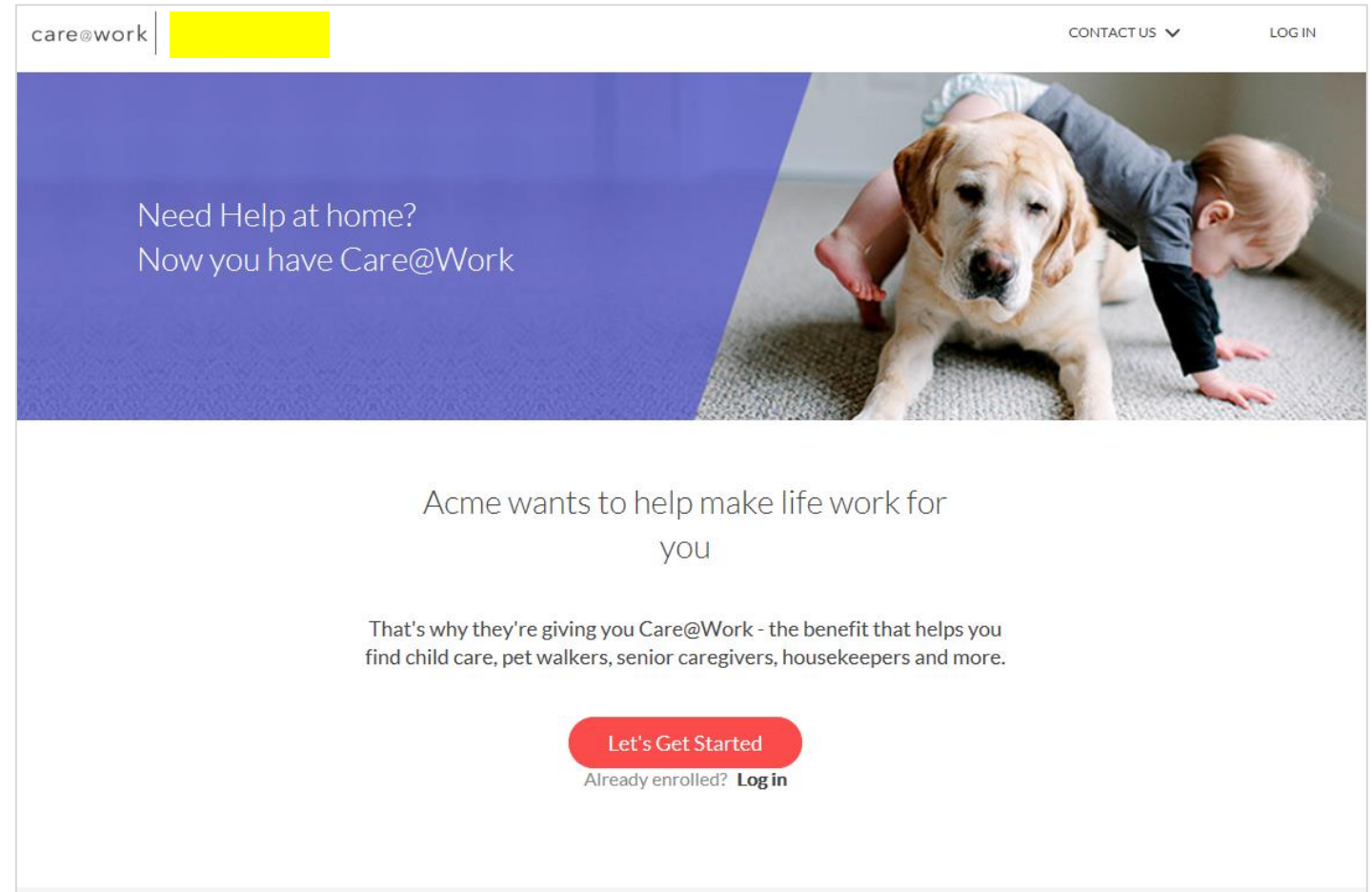
PROGRAM MANAGEMENT

Dedicated Account Management,
Communications & Reporting

Customized Portal

Customizations include:

- Logo in top, left corner
- Language edits optional above CTA

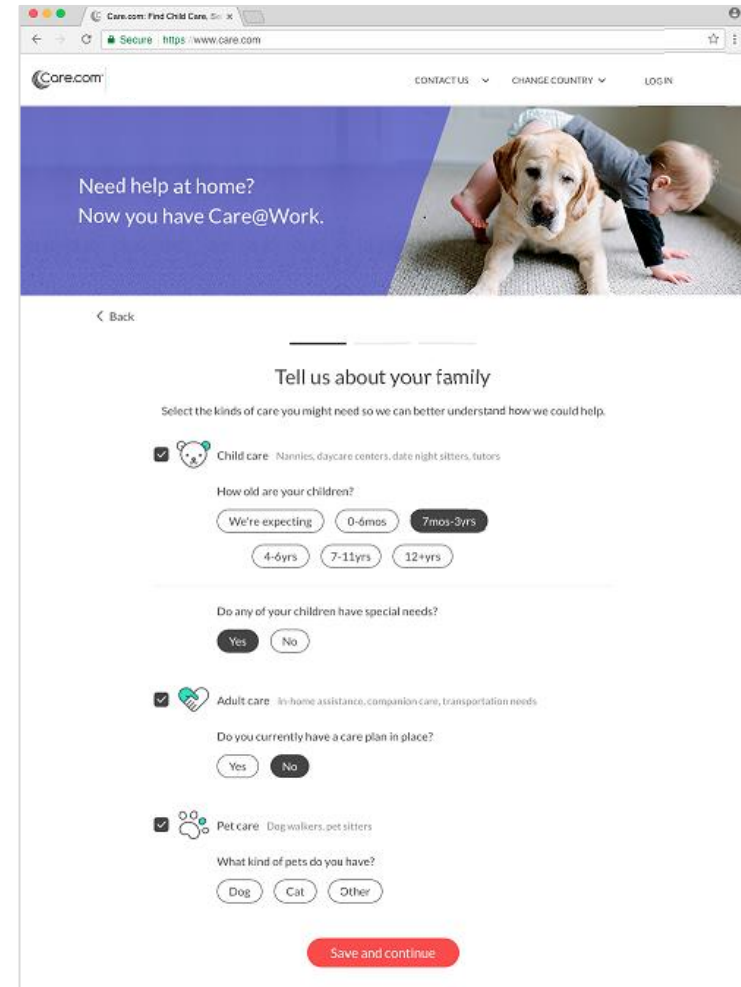


Accessible via desktop and mobile web

Communication

Enhanced onboarding experience allows us to:

- Gather employee needs so we can better engage them, post enrollment
- Send timely reminder emails to trigger the employees to use their benefit at relevant times
- Get to know the employee better to tailor their experience



The screenshot shows a web browser window displaying the Care.com website. The page is titled "Tell us about your family" and is part of an onboarding process. The header includes the Care.com logo and navigation links for "CONTACT US", "CHANGE COUNTRY", and "LOGIN". A banner image shows a baby crawling on a dog. The main content area is a form with the following sections:

- Child care:** Includes a checkbox for "Child care" (checked) with subtext "Nannies, daycare centers, date night sitters, tutors". Below this is a question "How old are your children?" with radio button options: "We're expecting", "0-6mos", "7mos-3yrs" (selected), "4-6yrs", "7-11yrs", and "12+yrs".
- Special needs:** A question "Do any of your children have special needs?" with radio button options: "Yes" and "No" (selected).
- Adult care:** Includes a checkbox for "Adult care" (checked) with subtext "In-home assistance, companion care, transportation needs". Below this is a question "Do you currently have a care plan in place?" with radio button options: "Yes" and "No" (selected).
- Pet care:** Includes a checkbox for "Pet care" (checked) with subtext "Dog walkers, pet sitters". Below this is a question "What kind of pets do you have?" with radio button options: "Dog", "Cat", and "Other" (selected).

A red "Save and continue" button is located at the bottom of the form.

Employee Details - US

Employees can create new accounts or merge with their existing Care.com profile

- Define your unique ID (that will correlate with file feed)
- Instructions can be added to this view
- If an employee already has a Care.com account, their accounts can merge, and they can be reimbursed for premium membership costs moving forward.

Let's confirm your personal info

Fill in the information below to finish your Care@Work enrollment, so you can start using your new family care benefits ASAP.

Are you new to Care.com?

Yes No

EMPLOYEE ID

FIRST NAME LAST NAME

BIRTHDATE

Month Day Year

Your birth date is required to help confirm your identity.

ADDRESS

Street address

City, State, Zip

EMAIL

CREATE PASSWORD

CONFIRM PASSWORD

By choosing "Enroll now," you agree to our [Terms of Use](#) and [Privacy Policy](#). You also agree that your program administrator may receive details about your Care.com Premium membership use - such as type of care sought and number of job posts, provider searches and messages sent or received - and your use of services such as Senior Care Planning, Backup Care and Groups.

A multi-channel communication approach

A multi-touch communication strategy includes:

- HR Email & Intranet Copy
- Product FAQ Sheets (pdf)
- Digital Assets & Slides
- Employee, Manager & ERG webinars
- Demo Videos
- Direct Mail (creative)
- Poster Templates (pdf)
- Resources for parents including: Equal Parts Podcast, webinars, resource guides, etc.

Your Family Care Benefits

Enroll today at clientportal.care.com

Life happens. School closures. Sick nannies. Aging parents who need help. Pets who could use some mid-day love.

Now you have help!

Enroll today to access your family care benefits.

Care.com Membership
Post jobs, search and reach out to local caregivers 24/7, to find care for children, adults, pets, housekeeping, tutors, and more.

Backup Care
Vetted and subsidized adult and child care when your regular care is not available.

Expert Assistance
One-on-one assistance of a dedicated advisor who helps make the process of finding your perfect caregiver easier.

Senior Care Solutions
Master's-level social workers guide you through the intricacies of caring for aging loved ones. Use the Family Care Hub to store and organize important information about your loved one's care.

Care Select
10% tuition discount with a select network of early childhood education programs in the U.S. for children ages six weeks to school age.

YOUR BENEFITS INCLUDE:	YOUR BACKUP CARE BENEFIT DETAILS:	SUBSIDIZED RATES:
<ul style="list-style-type: none">• Care.com Membership• Child Backup Care• Adult Backup Care• Senior Care Solutions	<ul style="list-style-type: none">• Up to 5 days per year	<ul style="list-style-type: none">• \$2/hour for in-home care• \$5/hour for in-center care

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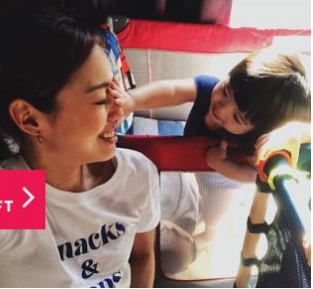
QUESTIONS? EMAIL US AT CARETEAM@CARE.COM

Working from HOME?

We know it's not easy. That's why we offer you care benefits to help.

SEE HOW MANY BACKUP CARE DAYS YOU HAVE LEFT >

care@work
BY CARE.COM




We see you.

No one planned for this. But, we're here to help. Use your care benefits and get some extra help while you work from home.

CHECK OUT YOUR CARE BENEFITS >

care@work
BY CARE.COM




Care for your loved ones, but don't do it alone.

Senior Care Solutions can help you and your family get (and stay) prepared as they age.

[Learn more](#)

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The struggle is real.

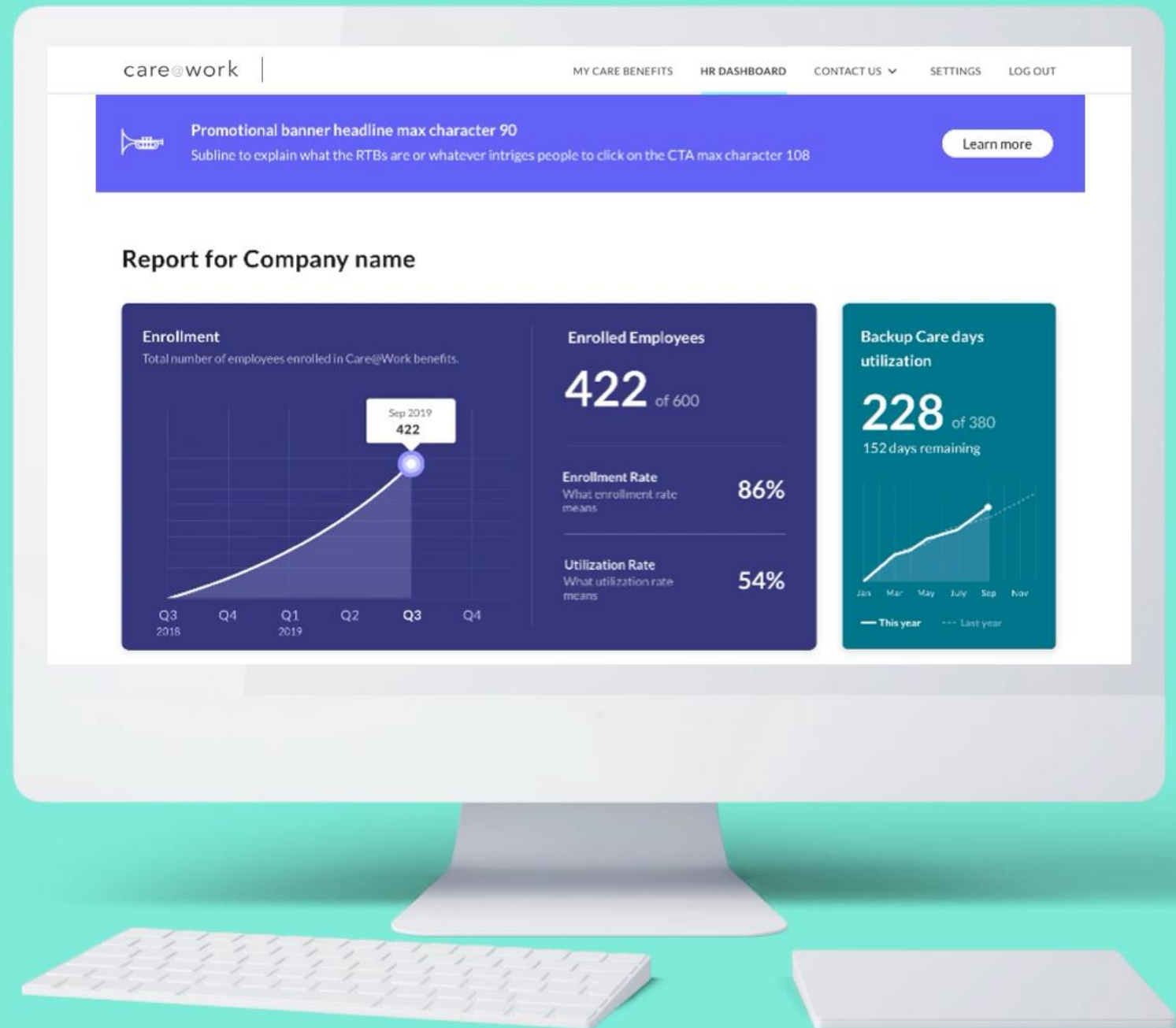
That's why we offer you care benefits to help.

USE YOUR CARE BENEFITS >

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BY CARE.COM



The HR Dashboard



Implementation timeline

PROJECT PLAN TO LAUNCH	COMPLETION DATE	OWNER	STATUS/NOTES
Finalize Agreement	10/30	Care.com & City of South Fulton	
Implementation Kickoff Meeting	10/22	Care.com & City of South Fulton	Complete
Homework <ul style="list-style-type: none"> • Logo, URL, Allow @care.com domain/Eligibility file meeting 	10/30	City of South Fulton	
Communication Materials Delivered	11/8	Care.com Account Manager	Feedback incorporated; final materials delivered
Eligibility File Testing	11/16	Care.com & City of South Fulton	Pending contract completion
Configure Site Requirements	11/18	Care.com	
Eligibility Production File Transmitted	11/18	Care.com & City of South Fulton	
Program Launch: Employees begin utilizing services	11/23	Care.com & City of South Fulton	Launch confirmation email
Post Launch Activities <ul style="list-style-type: none"> • Webinar • Reporting Review 	Post launch	Care.com Account Manager	



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BY CARE.COM

Backup Care | Senior Care | Care.com Membership