

cleo



Cleo Client Case Study

The leading enterprise family benefit
helping working families thrive

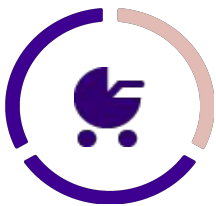


Health & Wellness Case Study

The Case for Perinatal Care Management

Working parents present an increasingly urgent demand for employers today. That's because dual-income parents are the fastest-growing part of your population. More than ever, they are struggling to balance the contradicting pressures between home and work.

This population also represents one of the largest areas of healthcare spend. With \$1 out every \$5 spent on healthcare¹ going towards services for birthing parents and children, nearly \$24 billion is billed to private insurers annually for pregnancy & delivery and maternity & pediatric care. Cesarean births are the most frequent surgery performed in the U.S, and childbirth is the most common reason for hospitalization, representing nearly 25% of hospitalizations in the U.S.² Cleo is designed to help you manage 3 key drivers of employer-related costs for growing families:



Birth Outcomes

such as unnecessary cesarean births and birth complications increase healthcare costs



Perinatal Mental Health

disorders are often untreated, leading to downstream costs



Workforce Attrition

rates are key to managing costs of turnover and employee retention.

Birth Outcomes: In the last 30 years, the rate of cesarean births has increased 3 fold in the U.S. alone. This is alarming, as we know that cesarean births are more expensive than vaginal births — in fact, up to 1.5x more³. Over the last decade, U.S. employer spending on maternity care increased by 50%. Not only are cesarean births themselves costly, surgeries can also lead to future complications for both mother and baby. Maternal hospital stays for women with complicating conditions can cost up to 3x more than those for women without complications⁶.

Perinatal Mental Health: A recent wave of research made the connection between the mental health of the parent and the health outcomes of both parent and child. While depression during pregnancy is associated with an increased risk of poor maternal self-care and obstetric complications, among other health issues, it is also linked to the health and development of the child⁷ (continued on next page).

Key Benchmarks

32%

Total cesarean birth rate in the U.S., a 3x increase over 30 years (1990-2020)³

50%

Increase in employer spending on maternal healthcare services³

1 in 4

U.S. families adversely affected by Perinatal Mood and Anxiety Disorders⁴

213%

Cost of turnover as a percentage of employee's salary⁵

¹ PricewaterhouseCoopers LLP, "Actuarial Analysis of the National Business Group on Health's Maternal and Child Health Plan Benefit Model," August 2007.

² NBCH Action Brief, "Investing in Maternal Health," February 2013.

³ NPR, "Rate of C-Sections Is Rising At An 'Alarming' Rate, Report Says," October 2018.

⁴ National Perinatal Association, "Perinatal Mood and Anxiety Disorders NPA Position Statement 2018"

⁵ Center for American Progress, "There Are Significant Business Costs to Replacing Employees," 2012.

⁶ Jesse Migneault, "Population Health Approach to Prenatal Care Cuts Payer Costs," Health Payer Intelligence, April 26, 2017

⁷ Obstetrics & Gynecology, June 2019 - Volume 133 - Issue 6. "Recorded Diagnoses of Depression During Delivery Hospitalizations in the United States, 2000-2015."

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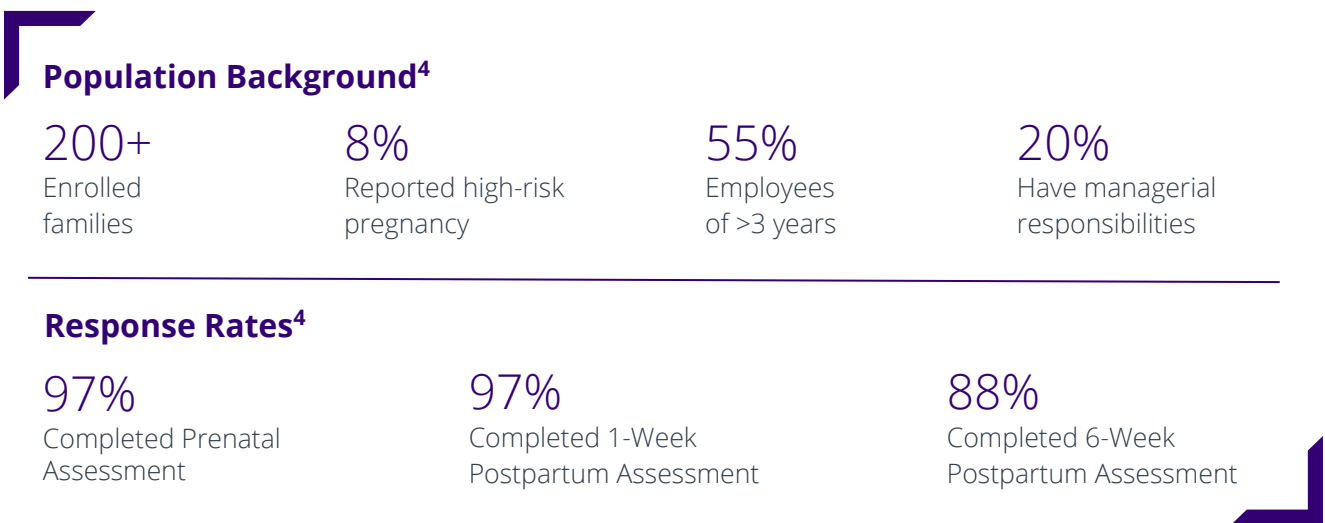
The Case for Perinatal Care Management (Cont.)

Perinatal Mental Health: Perinatal Mood and Anxiety Disorders (PMADS) affect 20-25% of birth parents. When left unattended to, PMADS can be costly. In a recent study, it's estimated that the total societal cost of PMADs for all U.S. births in 2017 was \$14.2 billion¹. While there is evidence demonstrating the prevalence of PMADS in birth parents, the mental health of non-birth parents is an emerging field of study, but equally important, as we will see in the next key driver of employer-related costs.

Workforce Attrition: While parents are the fastest-growing segment of the workforce, 43% of highly qualified women drop out of the workforce after starting a family.² Mental health-related issues such as stress and anxiety and PMADS can attribute to attrition and absenteeism. When faced with high employee turnover and decline in productivity, employers find themselves paying costs of up to 213% of an employee's salary to recruit, hire, and train a replacement. Nationally, employers are losing out on \$225.5 billion a year due to lost productivity related to mental wellness alone³.

Cleo aims to help families find the support and balance they need. Through reducing stress and anxiety, limiting mental health-related issues, and helping parents better manage their roles at home and at work, Cleo can help you reduce costs related to poor employee health, attrition, and lost productivity.

Intervention Design



With its integrated family benefits platform, Cleo combines proactive, expert guidance with an intuitive telehealth platform that connects your people to the resources they need. **As part of the standard Cleo program, we partnered with the health plan of a large biotech firm to measure our impact on these 3 key drivers of employer-related costs.** Cleo conducted assessments at three stages in enrolled families' journeys: prenatal, 1-week postpartum and 6-weeks postpartum.

¹ Mathematica Policy Research, "Societal Costs of Untreated Perinatal Mood and Anxiety Disorders in the United States."
² The Atlantic, "Why 43% of Women With Children Leave Their Jobs, and How to Get Them Back," Apr 2013.
³ Healthpayer Intelligence, "Employers Could See High Financial Returns for Mental Healthcare," Sep 2018.
⁴ Numbers are based on self-reported member survey in 2019-2020 (n=200) with Cleo employer partner, a large biotech company

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Results

Over 200 employees at this employer partner were eligible to enroll in Cleo Baby, with 37% of enrolled employees identifying as first-time parents. With consistently strong engagement throughout the course of this 3-part survey and a large sample size, we are confident that this study captures valuable insights from our employer partner on the 3 key drivers of employer costs for growing families.

Birth Outcomes

8%

Low risk, first-time cesarean birth rate, besting **national rate of 26%**²

2x

More likely to engage a doula than the average U.S. family⁶

Cleo's trusted, 1:1 relationships combined with our proactive and data-driven programming allows us to identify high-risk, high cost families and steer them towards the best outcomes. The result? Cleo members who were low risk, first-time parents had cesarean birth rates that were more than 3 times lower than the U.S. national rate.

Perinatal Mental Wellness

40%

less perinatal depression than the average observed globally³

7 in 10

demonstrated the highest levels of parenting confidence⁴

Cleo members showed less perinatal depression as measured on validated clinical screenings. They also showed the highest levels of parenting confidence, as measured through the Karitane Parenting Confidence Scale, which is associated with parental mental wellness and healthy socio-emotional development in children.

Attrition

93%

intend to return to work full-time after leave compared to national rate of 60-80%⁵

96%

agree that their employer enabled their success in transitioning to and from parental leave¹

Cleo helps you realize cost-savings related to employee engagement while boosting employee satisfaction. Our study shows that 93% of Cleo members who are on parental leave plan to return to work on time. Greater than 95% of members expressed feeling supported by their employer with their transition from parental leave.

¹ Numbers are based on self-reported member survey in 2019-2020 (n=200) with Cleo employer partner, a large biotech company.

² National Vital Statistics Report, "Births: Final Data for 2018"

³ Postpartum Support International, "Perinatal Moors).

⁴ Based on Karitane Score of >39

⁵ US Census Bureau 2017 American Community Survey

⁶ The American Journal of Managed Care August 2014, "Potential Benefits of Increased Access to Doula Support During Childbirth."



About Cleo

Cleo is the support system for working families. With its integrated family benefits platform, Cleo combines proactive, expert guidance with an intuitive engagement hub to help working parents confidently manage every stage of their family's journey. From fertility to parenthood to return-to-work and beyond – Cleo families are healthier, happier, and more engaged as they balance their roles at home and at work. Representing 55 countries and over 100 enterprise clients – Cleo is reinventing how forward-thinking employers support families that work around the world.

Headquartered in San Francisco, Cleo is backed by NEA, Greylock Partners, Felicis Ventures, and Forerunner Ventures. Learn more at hicleo.com or email us at sales@hicleo.com.