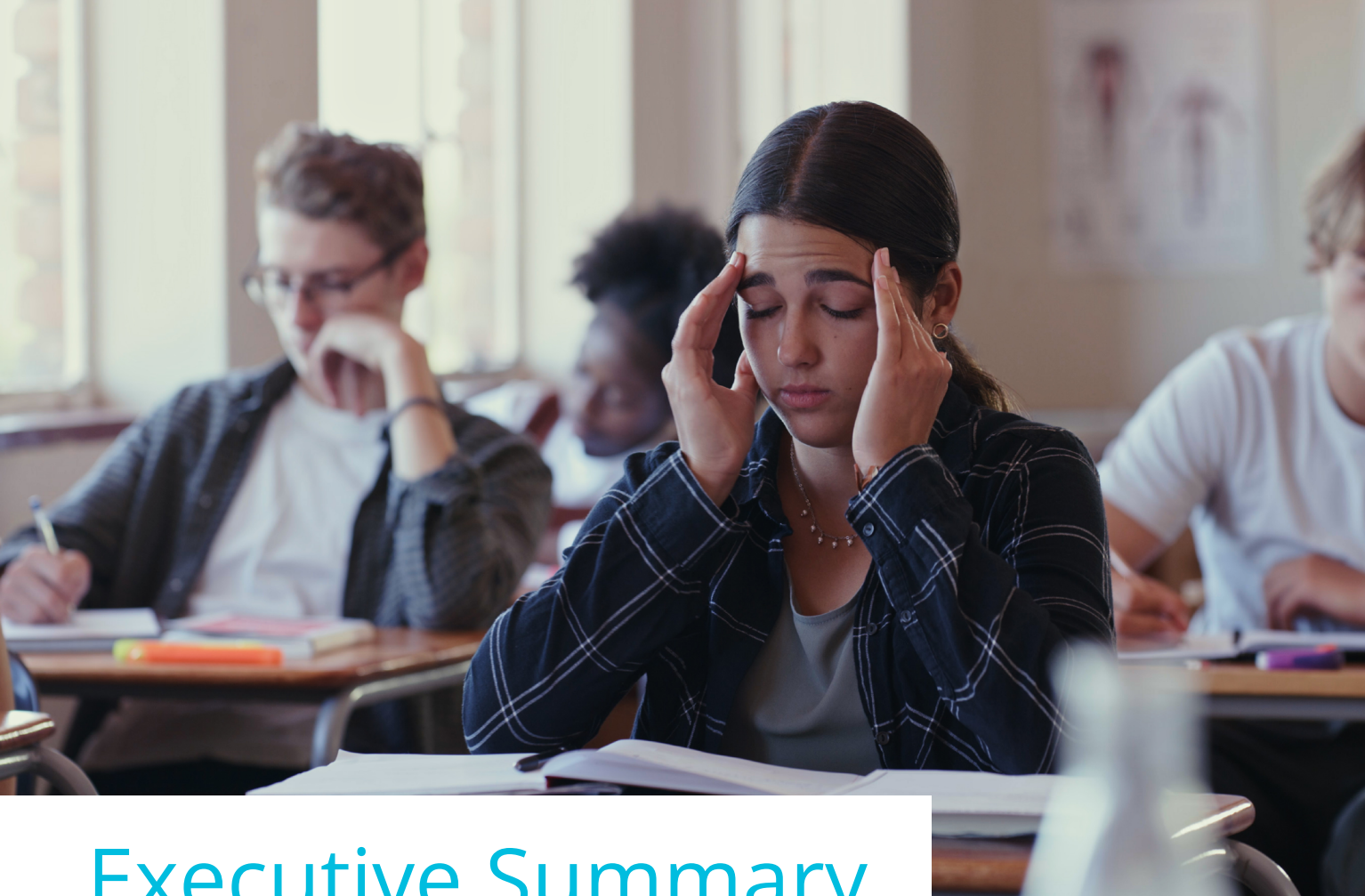


EXECUTIVE BRIEF

# The VOI for RethinkCare's Parental Success Solution







## Executive Summary

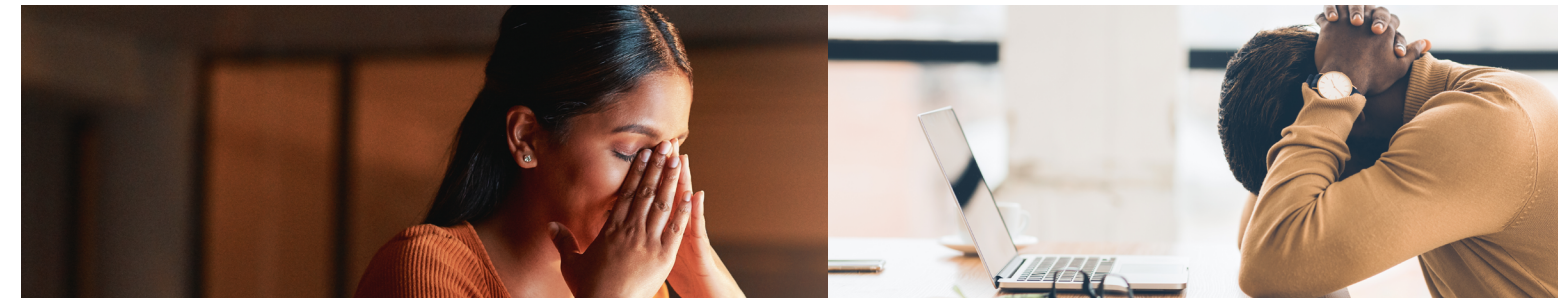
[Healthcare costs in the U.S. continue to rise](#)<sup>1</sup> and as employers look for new ways to cope, one area of benefits has taken center stage: mental health. [Seventy-seven percent of large employers](#)<sup>2</sup> have seen an increase in employee mental health issues—a trend that costs organizations more than [\\$15,000 per employee annually](#).<sup>3</sup>

At the same time, the youth mental health crisis [continues to worsen](#).<sup>4</sup> In 2021, 42% of kids felt persistently sad or hopeless and nearly one-third experienced [poor mental health](#).<sup>5</sup>

**63%** of employers are focused on enhancing mental health and emotional well-being programs  
—[WTW](#)

## A Costly Situation

Parents who are trying to manage their children's mental health as well as their own—all the while striving for work/life balance are working at a deficit. These employee populations are experiencing elevated levels of stress and burnout, and as a result, organizations are seeing decreased engagement and productivity and higher rates of absenteeism and presenteeism. In fact, [our research](#) shows nearly 74% of parents miss work to address their child's mental health or academic performance.<sup>6</sup>



Employees with fair or poor mental health have an estimated **12 days** of unplanned absences annually—costing the economy \$47.6 billion in lost productivity  
—[Gallup](#)





Working Parents of Neurodivergent Children Are Adversely Affected

Parents who care for children with developmental disabilities such as Autism Spectrum Disorder and Attention-Deficit/Hyperactivity Disorder (ADHD)—an estimated 1 in 6 children in the U.S.—face even greater challenges.<sup>7</sup>

These parents are [twice as likely](#) to suffer from physical health conditions and experience financial and psychological stress at higher rates.<sup>8</sup> They have [more than 4 times the risk of depression and 2 times the risk of anxiety](#).<sup>9</sup> Emergency department (ED) and hospital utilizations are also higher among children with developmental delays—further driving healthcare costs.

To make matters worse, many parents are suffering in silence. Only [56% of caregivers](#) say their supervisors are aware of their caregiving responsibilities.<sup>10</sup> For some parents, the burden of caring for their children ultimately becomes too much and they're forced to leave the workforce altogether.



The cost of replacing 1 employee  
**= 1/2 to 2X**  
the employee's annual salary  
—[Gallup](#)



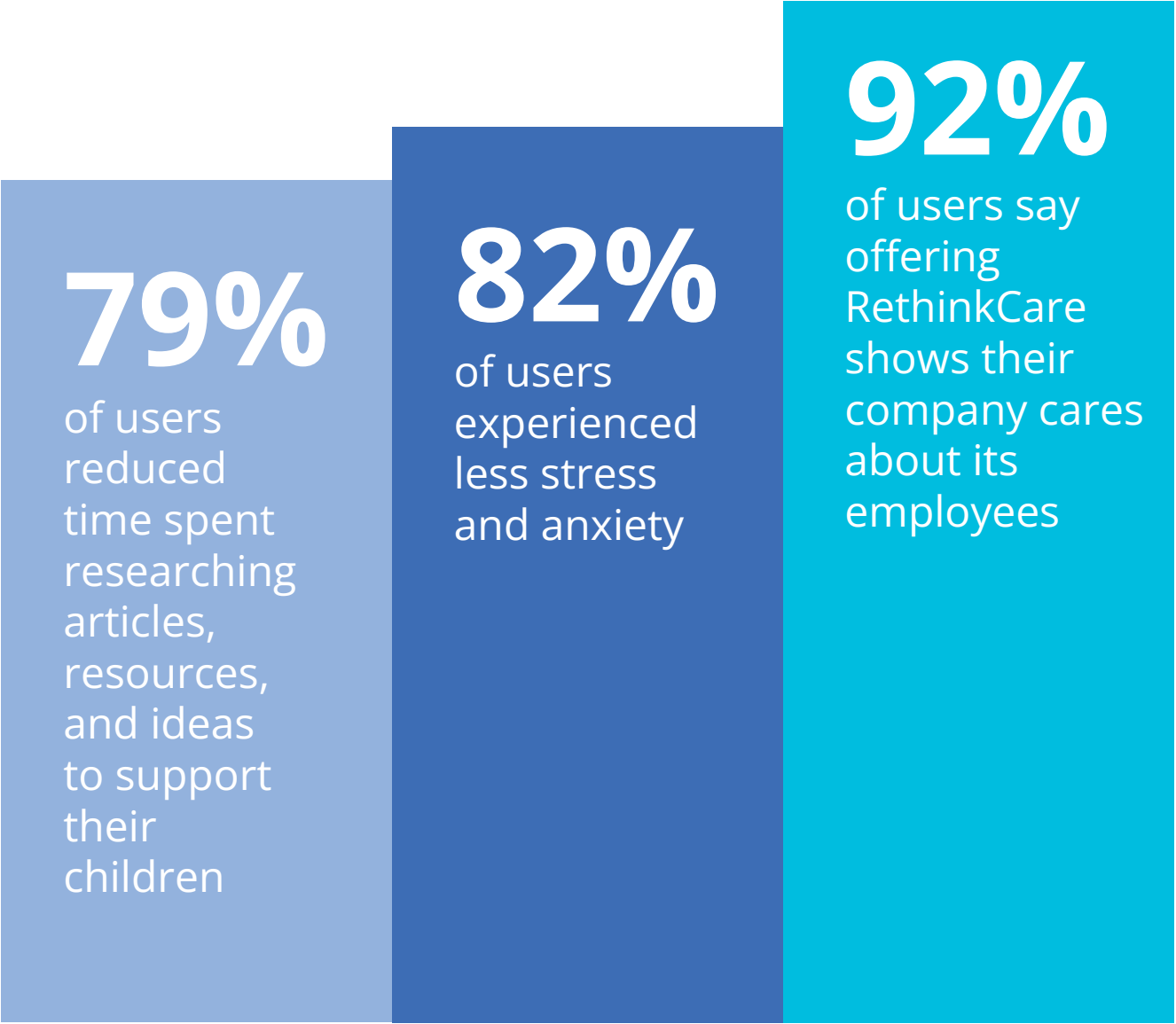


# Parental Stress and Burnout, Mental Health Have Reached a Tipping Point

Parents who care for children with mental health issues and developmental delays are in crisis. They need the right care, support, and resources to thrive at home and at work. Left unaddressed, organizations will undoubtedly face a perfect storm of high healthcare utilization, high-cost claims, poor productivity, and attrition—and most of all, a negative impact on growth and long-term profitability.

## Key Takeaways

In this report, we'll explore why VOI is a valuable tool for evaluating behavioral health benefits and why RethinkCare makes sense for your organization.





## A Word About VOI

While ROI has traditionally been used to evaluate the efficiency of benefits and obtain buy-in, the measure doesn't capture the entire impact of a program. Value on investment (VOI) is a better, more holistic measure because it focuses on cost-effectiveness, including tangible and intangible outcomes that aren't easily monetized. VOI also considers indirect costs such as employee engagement and productivity, job satisfaction, morale, and retention. Overall, it is an effective way to show the long-term impact of employee benefits [programs](#).<sup>11</sup>

## How to Achieve An Optimal VOI With Parental Success

Organizations that get the most value out of the *Parental Success* solution are those that focus their efforts on increasing awareness, providing education, and driving activation. Lunch and Learns, email campaigns, virtual groups, and print materials are some of the ways to ensure employees engage with the solution.







## Why RethinkCare's Parental Success?

Our Parental Success solution has been proven to close care gaps, improve engagement and productivity, and support hiring and retention efforts.

### Better Health Outcomes

The shortage of mental health and behavioral health providers has left parents without timely, evidence-based care for their children. In fact, less than 1% of children have access to Board Certified Behavior Analysts (BCBAs) and some payors do not cover services.

RethinkCare closes critical care gaps by providing employees and their dependents with trainings and expert consultations with BCBAs who take a proactive approach to mental and behavioral health, reduce symptoms that drive costs, and drive better health outcomes. Since benefits are provided outside of health insurance, users can get access to live support within 48 hours—allowing them to quickly reengage at work with less impact on their productivity.

**82%** of users say the resources helped them reduce their stress or anxiety

**79%** of users report RethinkCare's resources improved their children's behavior or skills

**50%** of users who completed Parenting Stress assessments reported a decrease in their stress levels over 60 days

“When we learned that RethinkCare's Parental Success solution could help our employees avoid the long wait lists and expensive co-pays for BCBA appointments, it was clear to me that we needed it.”

—**Rhonda Davidson**,  
Senior Director of Benefits, Oracle





Improved Employee Engagement & Productivity

Only 31% of employees in the U.S. are engaged at work. For parents who care for children with mental health issues and developmental delays, the time spent searching for solutions, managing providers, health insurance, and school issues, and keeping up with the persistent demands of caregiving significantly impacts their work. In fact, 80% of employees admit caregiving affects their productivity.

RethinkCare allows employees to spend fewer work hours on non-work-related tasks and caregiving, allowing them to be completely present and focused at work—boosting efficiency and productivity across teams and the organization.



83%

of users were better able to address their children’s needs

79%

of users reduced time spent researching articles, resources, and ideas to support their children

78%

of users were able to be more present at work



“I learned about RethinkCare through an employee resource group (ERG) that was focused on people with disabilities or caregivers of people with disabilities. Getting started was simple, and our BCBA was so helpful from the get-go that I made sure to get her on all of our consultations in the future. The solution has been a blessing for our family.”

—Kevin C., RethinkCare user from Fortune 100 global beverage industry leader



Improves Company Culture and Hiring and Retention Efforts

More than 40% of employees are considering quitting their jobs, in part due to poor benefits and mental health support.<sup>12</sup> When working parents feel supported at work, however, they experience improved well-being and are more likely to stay with an organization. In fact, 70% of employees say benefits customized to their needs increase their loyalty.<sup>13</sup>

With RethinkCare, working parents have access to resources that address their unique needs—fostering a strong company culture that also reduces turnover.



92%  
of users say offering RethinkCare shows their company cares about its employees

47%  
of users who completed a Parenting Confidence assessment experienced an increase in confidence over 60 days

“We know that employees who have dependents are struggling with everyday situations and are more likely to miss work and be worried about their family, which also adds stress to them at work. Rethink provides the valuable resources they need beyond medical care.”

—Allyse Scelfo, Director, Total Rewards, Volvo





# About RethinkCare

RethinkCare is the leading global behavioral and mental health platform from RethinkFirst supporting neurodiversity in the workplace and at home. We offer a digital experience and on-demand clinical consulting to empower employees across their parenting, personal, and professional needs. Hundreds of enterprise organizations including a third of the Fortune 100 rely on RethinkCare's solutions to support users in over 120 countries. To learn more about how RethinkCare can support your organization, contact your sales representative or [schedule a demo](#) today.



RethinkCare

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