

4 PILLARS OF A CAREGIVER-FRIENDLY WORKPLACE

Caregiver support policies may be a work in progress as you learn what works best for your employees. For companies committed to supporting their employee caregivers, there are four main areas where caregiver support should be focused.

Culture

A culture that is understanding of employee caregiver needs must start at the top. Given that half of employees regularly do not share their status as a caregiver with their supervisor out of fear of being seen as less valuable, company leaders need to set the pace.

- ✔ Unambiguous and ongoing endorsement by leadership
- ✔ No stigma about caregiving or stereotypes about caregivers
- ✔ Normalized caregiving as the same as other family responsibilities

Benefits

Caregiver support programs, policies and benefits, especially new ones, must be communicated extensively in order for them to be effective and appreciated – and for your company to reap the potential rewards.

- ✔ Lower employer healthcare costs with benefits that reduce employee stress
- ✔ More productivity and less absenteeism with benefits that support caregivers
- ✔ Better retention and less turnover with benefits that optimize paid and unpaid leave

Flexibility

Flexibility is at the heart of a caregiver-friendly workplace. Employee caregivers are not asking to be paid for not working; they're asking to be able to work in a way that allows them to get their job done while accommodating their caregiving responsibilities.

- ✔ Flexible **schedules** that best accommodate caregiving duties
- ✔ Flexible **environment** that allows and supports remote working
- ✔ Flexible **paid leave** that gives employees autonomy around how to use it

Communication

Open and consistent communication is critical to ensure employees are aware of the programs and resources you offer and how to take advantage of them.

- ✔ A major up-front push, followed by regular reminders, with overt leadership support
- ✔ A frictionless portal to enable employees to learn about and take advantage of benefits
- ✔ A plan to educate employees, promote programs, ensure commitment, recruit stakeholders and gather input

Learn more about creating caregiver-friendly workplaces in our free toolkit at

caregiverdoc.com/work

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