

## How the American Cancer Society uses Cariloop to reduce stress across a national team

The American Cancer Society has been supporting the caregiving journeys of cancer patients and their families since 1913. But in 2019, their employees faced new challenges in caring for loved ones that required personalized support at scale.



### Support for Mental and Physical Health

Stress was the top issue reported by employees, highlighting the need for a benefit solution to alleviate their stress and that of their loved ones.



### Need for Customizable, Scalable Solutions

Their large team included thousands of families with diverse caregiving scenarios. The solution here had to meet the evolving needs of all employees.



### Support for All the Ways a Family Can Look

The American Cancer Society aimed to offer an employer-sponsored benefit accessible to all the significant people in their employees' lives.

## That's where Cariloop came in.

Cariloop offers employees personalized support in their caregiving journeys, on their terms—and helps HR teams attract, support, and retain top talent with a single, employer-paid benefits solution designed for people who care for others.

### How Cariloop helps the American Cancer Society relieve stress and renew focus for employees and their loved ones:



**White-glove onboarding to increase utilization** Cariloop's 30-day onboarding process offered flexible, ongoing educational content in various formats, allowing employees to stay informed about their benefits and use Cariloop effectively.



**Credentialed Care Coaches with real-life experience** Cariloop members receive 1:1 guidance and support from certified care professionals with diverse backgrounds, including nursing, social work, mental health, neurodiversity, and pediatric care.



**Flexible support for every scenario** The American Cancer Society's large team could access seamless support through the Cariloop Caregiver Platform for 100+ care scenarios, ensuring all members could use this employer-sponsored benefit for anyone they considered a loved one, regardless of the relationship.



## The American Cancer Society's Experience and Results After Rolling Out Cariloop

12%

### Employee Utilization

As employees engage with Cariloop, they've provided ongoing feedback and given the benefit a (very rare) perfect Net Promoter Score

63%

### Average Change in Stress Reduction

With a broad definition of "family," Cariloop benefits have reached the maximum number of employees—and the people who matter most to them

79%

### Members Reported Time Saved

Members reported saving time with Cariloop's resources and support, amounting to more than a week's worth of work hours per person

“ We saw during the pandemic that staff really struggled, whether it was with a child or adult, in their caregiving role. **Having Care Coaches who can also address mental health, backup care, special needs, and family support has been invaluable.**”

**MEAGHAN ROHLETTER**  
Director of Health and Welfare Benefits,  
American Cancer Society



cariloop

We believe no one should go through caregiving alone.

[cariloop.com](https://cariloop.com)