



KareHero

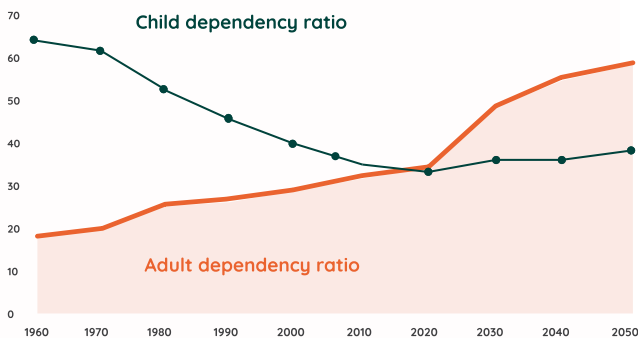
*Dedicated adult care support
for every employee*

Peace of mind and practical support through
every stage of the adult care journey.



The Future of Work includes carers in the workplace

In the UK, rising chronic illnesses and an ageing population means more employees look after an adult dependent than a child dependent

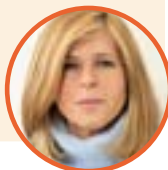


Source: UK Office of National Statistics 2022

The UK's NHS and social care system is struggling to keep up with demand. As a result, many employees are thrust into caring duties, impacting their physical, mental, social and financial well-being, and putting them at risk of caregiver burnout.

It feels like the care system is there to catch you out when it should be there to catch you when you fall."

Kate Garraway



1 in 5

employees in the UK juggle work and carer responsibilities (over 7 million people)

50%

the average person now faces a 50% chance of becoming a carer or needing care when they reach the age of 50

1 in 3

of employees consider resigning to care for a loved one without the right support

How much does adult care impact your business?

Based on a company with 1,000 employees with an average salary of £48K:

Impact	Cost to the business (per year)
ABSENCE/SICKNESS The average carer takes 6.6 sick days per year due to caregiving responsibilities. Source: Gallup Financial Report	£243,700
LOSS IN PRODUCTIVITY Carers in the workplace self report their productivity drops by 50% due to caregiving responsibilities and stress. Source: Harvard Business School research 2019	£4,800,000
RESIGNATIONS/REHIRING 2 in 5 carers consider leaving the workforce or reducing their hours each year. Source: Centre for Social Justice 2024	£1,267,200
TOTAL	£6,310,900

£8.2B

is lost by businesses each year due to absenteeism and caregiver burnout caused by adult caring responsibilities

Supporting carers is good for business

Supporting carers has many positive benefits for employers.

Women are 4x more likely to reduce their hours or quit their jobs to take on caring responsibilities. Providing care support is critical to ensure organisations can retain great talent, improve gender equity and diversity in the workplace.

Supporting Financial Health & Well-being - KareHero has helped source over £8mm in care funding since inception. Supporting carers of all ages access care and making it more affordable is key to attracting and retaining the best talent for your organisation.



Diversity, equity
and inclusion



Unlocking lost
productivity



Talent
retention



Positive employer
brand



Closing the gender
pay gap



Workforce
well-being

KareHero supports over 1 million families by providing practical adult care solutions and building carer-inclusive businesses



BRITISH AIRWAYS



GLENMORANGIE



Introducing KareHero

KareHero is on a mission to create carer-inclusive workplaces. We help employees (& their families) through their whole adult care journey - from financial wellbeing, to legal and practical care support.

We turn the chaos of caregiving into a simple, stress-free journey, offering dedicated expert support, personalised tools, informational guides, and policy & workplace support.



Everyone's care journey is unique, emotional and personal. For some it happens overnight, and for others it's the gradual journey of supporting an adult loved one as they lose their independence.

Although caring for loved ones is something we will all have to do at some point in our lives, it's something we rarely prepare for. It can be very challenging and one of the most overwhelming periods of our lives - creating heavy financial, emotional, mental and physical stress.

KareHero's concierge service provides 1-2-1 personalised support and guidance to those navigating adult care - helping them save both time and money while also gaining invaluable peace of mind in knowing that they are doing the very best for those they love.



Unlimited 1-2-1 confidential and empathetic support delivered by Care Experts

£27,000

KareHero takes care of financial applications for funding where eligible, averaging £27k per employee

150hrs

Employees on average, save 150 hours in calls, admin and applications by working with us

Fully vetted

We find the best care for you based on our expertise and regulatory ratings

Turning stressful into straight forward

KareHero support all family members over the age of 16. From young adults to the elderly, we provide end-to-end carer support for the entire family. We focus on 4 critical areas of support to turn the chaos of caregiving into a simple stress-free journey.

1

Care assessment & Care planning

We conduct a full care assessment to determine the level of care a loved one needs and the types of care options available to them.

This means a family does not need to be delayed in waiting for a care worker to run a care assessment.

2

Emergency care support

In cases of emergencies, our team is on hand to support families who can shorten discharge times to 2 days vs 2 weeks.

We can support employees in putting together care packages and secure immediate care solutions, respite care and help with hospital discharge.

3

Care Funding & Legal Support

We can help employees with legal power of attorney, understanding care costs, and applying for care funding that will protect them financially now and in the future.

Powered by AI and a dedicated team of care experts, we reduce the burden of the application & appeals process.

4

Finding care at every stage of care

KareHero have developed unique partnerships with the UK's leading care providers.

No matter what stage of care a loved one is in, whether it be home support for a few hours to permanent care at home or in a care home, KareHero is able to source the care needed at short notice.

Care in your pocket

Employees can gain access to free, personalised and confidential support anywhere and anytime via our KareHero app.



97%
of our users
rate our service
as excellent
★★★★★

Unlimited access to experts

Our in-house team of care experts are on hand to support employees throughout their entire care journey.

Care funding support

Make applying for care funding, such as Attendance Allowance easy, using our in-app + human support to help them claim up to £5.6K each year.

Digital care plan creation

Our care experts help employees create and share detailed care plans with family and healthcare professionals.

Care sourcing by postcode

Extensive directory of vetted care homes, care at home and respite care providers nearby.

Care information hub

Up-to-date library of jargon-free bitesize articles covering all aspects of adult care.

Advanced data protection

All personal data is fully secure, password protected and ISO 27001 compliant.

Who's Covered?

We cover employees that are:

- Carers of a loved one over the age of 16 ✓
- In need of care support for themselves ✓
- Family members that are within the employee's broader care support network ✓



KareHero was there when I completely lost - they really put my mind at ease. Their empathy was first class. For my employer to have this benefit in place is immense and makes me feel like they really care.”

Simon, June 2022 (employee)

Simon's mother was admitted to hospital due to a bad fall. Before she could be discharged and come home, extensive work was needed to make her home safe in order for her to live independently. She therefore needed temporary care home accommodation until the works were complete

Through KareHero, **Simon saved ~200 hours** of admin and research putting in place legal power of attorney, applying for care funding and searching for care. This allowed him to focus at work.

KareHero provided:

- A **comprehensive care plan**.
- A shortlist of suitable care providers with availability and pricing.
- Support to set up **legal power of attorney**
- **£43,000 in care benefits**, incl application support for funding suitable for Simon's situation
- Unlimited support until Simon's mother was settled into the **best possible and affordable long term care setup**.

Create a carer-inclusive workplace

Our comprehensive service helps uncover financial support for all carers in the workplace, as well as interactive awareness and education services to help you create a carer-inclusive workplace.



Employee communities and education hubs

We provide resources and training sessions for businesses to become carer-inclusive, ensuring the needs of all employees are met.

Manager training

Learn how to create a carer-inclusive environment with policies, strategy and organisation best practices.

Engagement reports

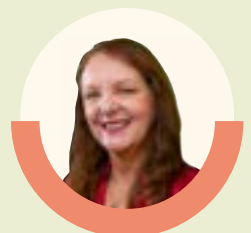
Gain valuable insights and performance metrics with our quarterly business reviews.

Launch campaign

We provide a fully comprehensive launch campaign to drive product awareness and adoption including webinars and digital marketing assets.

We know that adult care is increasing and growing in the UK. The range and flexibility of support that KareHero offers just matched and complemented what we had in place brilliantly. TSB carers have described the support as the 'Fourth Emergency Service.'

Angela Gibson, Colleague Experience and Employment Policy



KareHero

Practical Carer Support. For All Adults. At Every Stage.

From young adults to the elderly - The UK's only
fully comprehensive adult care support

	KareHero Aged 16+	Insurance Firm (Aged 18+)	Other Providers (Elder Only)
Employee support	Young Adult & Adult Care Support	☐	☐
	Personalised Care Assessment for all family members	Sign-posting only	☐
	Care Funding application support for over 35 different types of benefits	☐	☐
	Full funding assessment, applications & appeals	☐	☐
	Employee sickness & return-to-work support	☐	☐
	Hospital discharge support	☐	☐
	24/7 Access to Care Experts and multi-channel digital support	☐	☒
	Care contract review, respite care and care discounts	☐	Respite care only
	End-to-end care provider selection and placements for all stages of care needs (incl. care equipment)	Shortlist only	Shortlist only
	Same-day legal power of attorney	☐	☐
HR support	Carers Network/Community setup support	☐	☐
	HR Personalised Carers Diagnostic tool	☐	☐
	Review HR policies on best practices for carers Including preparing for the Carer's Leave Act and Flexible Working Act	☐	☐
	People manager training (12-part course)	☐	☒
	Emergency Care support	☐	☒
	Employee sickness & return-to-work support	☐	☐
	Webinar and workshop series (eg. Dementia, Stroke, LPoA)	☐	☐



Contact our friendly team to find out more about how our adult care support can help you future-proof your organisation.

Email us at: hello@karehero.com, or scan below to book a call with us directly.



Scan me

www.karehero.com