

WEBINAR SERIES

Caregiving Solutions for You and Your Family

January 30, 2024



Today's Presenter



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Co-Founder and Co-Managing Director
Motivity Care

Mim Senft GBA AAI CWWS is the Co-Founder and Co-Managing Director of Motivity Care, a company that takes focuses on whole person/whole family caregiving support. She has 25+ years of corporate leadership experience in employee benefits design, health and wellbeing program strategy and implementation. Wellness Director under the Optum umbrella for the Goldman Sachs Wellness Program. Worked with more than 75+ national and international clients. She is a Co-Founder of Global Women 4 Wellbeing (GW4W) an advisory board member for the Women's Business Collaborative (WBC) and a Chapter Co-Chair for the Orion Advisory Group.

Today's Agenda

- The Caregiving Problem
- Caregivers In the Workplace
- Impact on Working Caregivers
- The Unaddressed Impact on You
- The Financial Risk
- DE&I and Caregiving
- Caregiving For You
- Motivity Care Life Intell Platform
- One Point of Contact for Working Caregivers
- The Motivity Care Advantage
- Caregiving and Work/Life Balance

Webinar Forum

All participants are muted.

Please type questions in the side navigation panel and we will try to address most questions during today's session.

Today's presentation will be posted online at prestigepeo.com/webinars



Motivty Care:
The employee benefit that simplifies
caregiving management

The Caregiving Problem

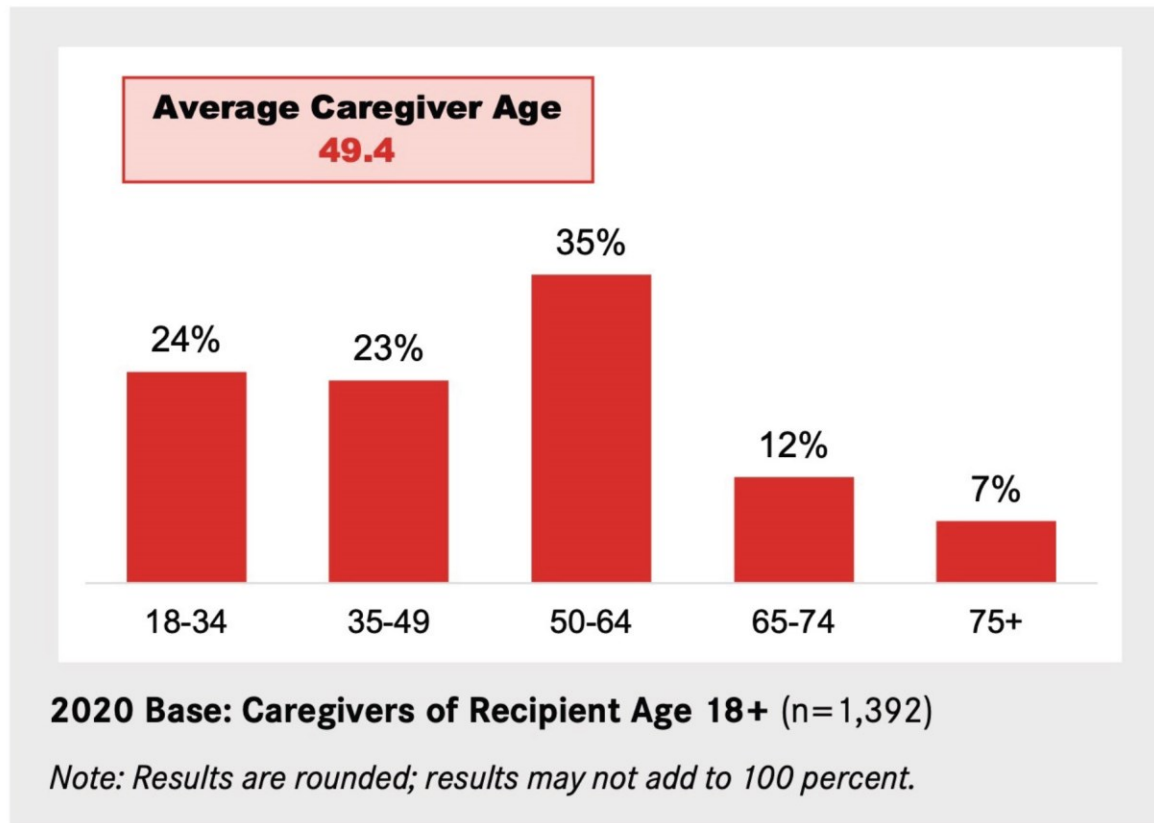
**70M+ Baby Boomers
Who is taking care of them?**

**24+ hours a week are dedicated
to elder care management** – *AARP*

**Working caregivers are more at-risk physical,
mental and financially without support**

CDC, Research Gate

Caregivers In the Workplace



Aging Parents
Spouse
Adult Child
Friend
Partner

AARP, 2020

Impact on Working Caregivers

Caregiving management is more

- complex
- time consuming
- exhausting

than most people realize



The Unaddressed Impact on You

What is at Risk

Working caregivers managing elder care

Receive warnings about performance/attendance

Turn down promotions

Quit or be fired New York Times 2023

Growing number of caregivers 45 and under
(who are tech savvy) New York Times 2023

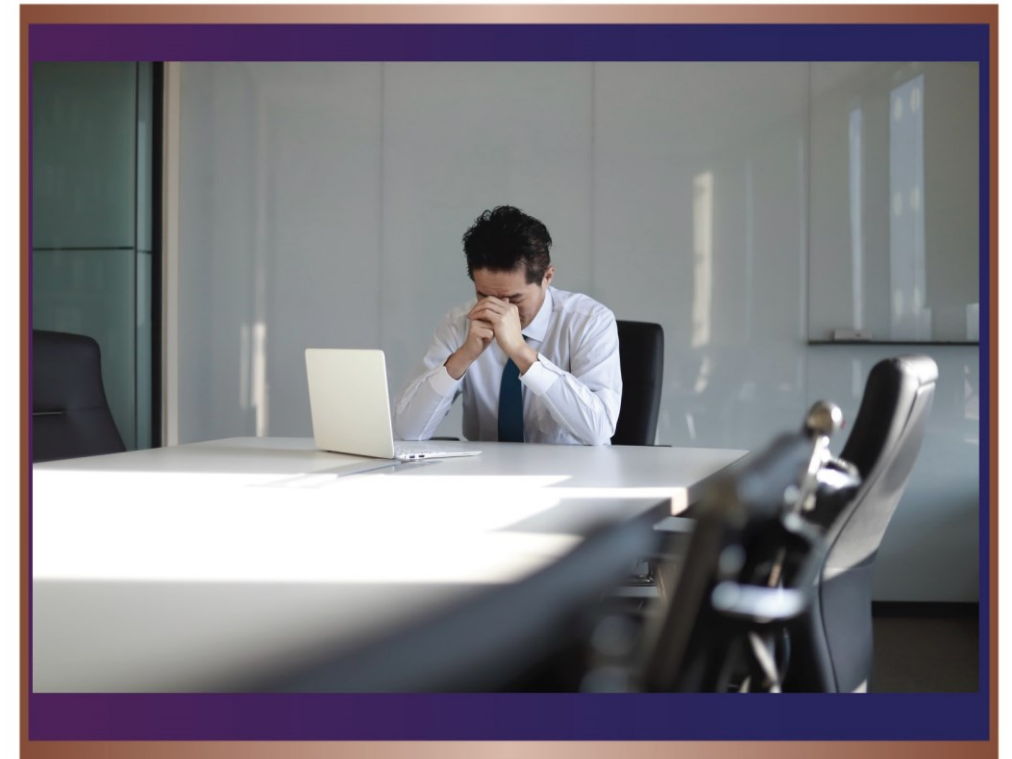
Millennials, spend a higher share of their incomes on caregiving while earning less

New York Times 2023



The Financial Risk

- If a working caregiver leaves their job due to caregiving needs, it can be costly. The lost wages, pensions and Social Security benefits over that person's career total more than \$300K and can be as high as \$800K+.
- Caregivers pay for many caregiving expenses out of their own pockets. The average is \$10,000 a year.



DE&I and Caregiving

There are caregivers in every demographic

- Gen Z to Boomers
- Different Ethnic and Cultural Backgrounds
- LGBTQ+
- Men

44% of white women and 59% of women of color cited their desire to care for an elder loved one as a reason they planned to leave their job



Caregiving For You

Motivity Care Can:

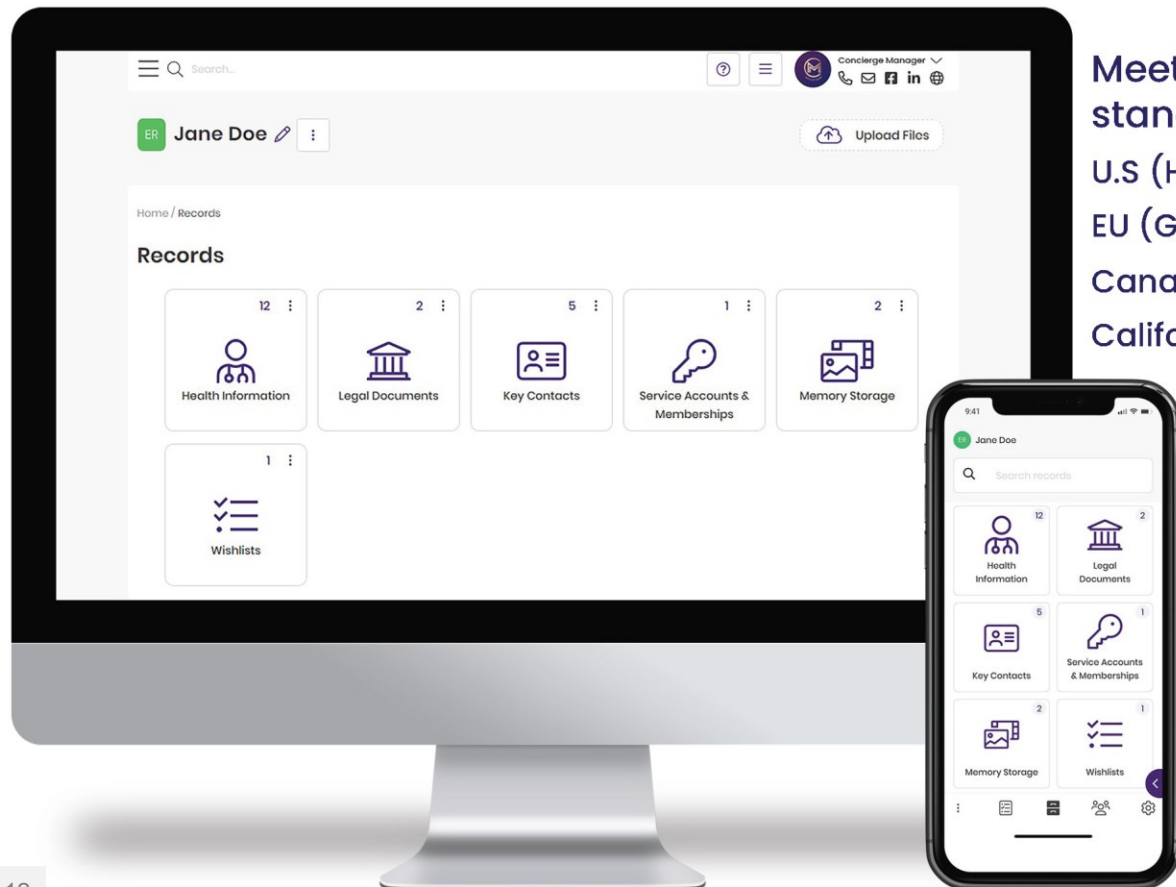
- Provide one point of entry for all your benefits and care information to securely share with your loved ones, care partners, or advisors
- Ensure you have control over care for yourself



Motiviti Care Life Intell Platform

The Complete Caregiver Solution

Desktop and App in English and Spanish
Global access, bank level security, Soc 2 Type certification



Meets security standards for:
U.S (HIPAA)
EU (GDPR)
Canada (PIPEDA)
California (CCPA)

Year Round Coverage

Easy to upload

Streamlines
Communication

Reduces Stress

One Point of Contact for Working Caregivers



Concierge Services

360 ° view of the client's life
full scope of information

Chief of staff approach
proactive strategic planning
for now, and the future

It is not just about the crisis

Increases productivity and
alleviates mental burden

The Motivity Care Advantage

Proactive

360° View

24/7/365

Collaborators

Affordable

VS

Reactive

Only Medical and Legal

Crisis Based

Individual Access

Motivity Care provided honest and practical assistance on all aspects of Mom's care. Having Motivity Care by our side to help us put care and safety measures in place was exactly what we needed.

— *Business Owner Client*

It is a pleasure to work with the team at Motivity Care. A provider that you helped me find is starting a service for my mother today. You have saved me time and angst!

— *Senior Executive Client*

Caregiving and Work/Life Balance

Prepared
Affordable
Protected



Motivity Care is with you through the entire caregiving journey helping you make the best decisions, access to expert advice and resources, to make life easier.

Enroll Today

- Live onboarding to make the process simple
- Benefit starts March 1, 2024
- Access to tailored caregiving resources and support services
- 24/7/365 protection





Thank You!

For more information

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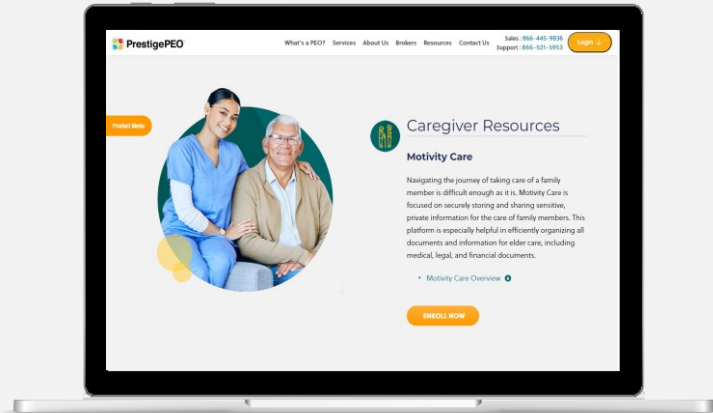
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Questions / Comments / Discussion?



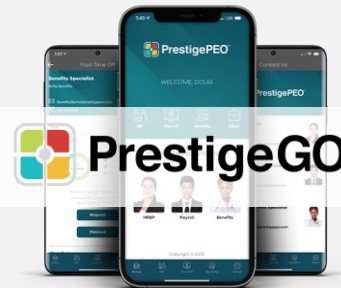
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You started your business because you had a great idea. We started our business to handle the rest.