For HR & Benefits Teams

Frequently Asked **Questions**

Answers to the questions employees ask most. Keep this handy and copy any answer into your own materials.

ABOUT FAMILY FIRST

What is Family First?

Family First is a 100% free and confidential caregiving benefit for employees and their families. It pairs employees with a dedicated Care Expert who helps with everything from complex to everyday care challenges, plus the Care Hub: a digital platform with care plans, an expert-curated Care Library, local resources and a secure place for important documents.

Who are the Care Experts?

Care Experts are highly qualified and experienced healthcare and family professionals. Their backgrounds include nursing, care management and social work, with extensive experience working inside complex health and human services systems.

What can a Care Expert help with?

Caring for an aging loved one, mental and behavioral health, cancer and chronic illness, caregiver burnout and wellness, fertility and family planning, parenting and childcare, veterans support, end of life and loss, financial and legal planning, and hormonal health and midlife care. For more examples, see *“Common Reasons to Reach Out”* in the Get to Know Us section of the Engagement Hub.

USING THE BENEFIT

Who can use Family First?

Employees and their families. They can be caring for anyone they love: a parent, a spouse or partner, a child, or themselves. Many employees don’t think of themselves as caregivers, but they are: driving a parent to appointments, supporting a child or quietly holding things together for someone. If they’re helping or worrying about someone, Family First is for them. [Please confirm any eligibility rules for your organization.]

Does it cost employees anything?

No. Family First is 100% free for employees and their families.

How do employees start working with a Care Expert?

There are three easy ways to reach out:

- **Phone**: Call 877-585-7090, Monday–Friday, 8 AM–8 PM ET, to speak with a Care Expert directly.
- **Online**: Visit family-first.com/member-access to learn more or register for the Care Hub. Once logged into the Care Hub, click ‘Get Support’ to request help from a Care Expert.
- **Mobile app:** Download the Family First mobile app for iOS or Android, log in with the same credentials as the Care Hub and click “Get Support”.

Can employees use the Care Hub without a Care Expert?

Yes. Employees can explore the Care Hub on their own anytime, on the web or in the app. They can read expert articles in the Care Library, take Build Your Skills assessments, search for local resources by ZIP code, and use the calendar, support network and Caregiving Portfolio to stay organized. A Care Expert is there whenever they want more help.

© 2026 Family First, Inc. All Rights Reserved.

What happens when an employee reaches out?

They're matched one-on-one with a Care Expert who listens to understand what's really going on. The Care Expert then does the work: planning, coordination and advocacy. Support continues until their goals are met, with the same Care Expert every time.

COMMON SITUATIONS

Do employees need to know what to ask?

No. They can just call or reach out, and their Care Expert will figure it out with them, for them and guide them.

Can employees use Family First for themselves?

Yes. Employees can get support for their own needs, not just for the people they care for.

Can Family First help with Medicare?

Yes. Care Experts help employees understand their options, for a parent or for themselves, and connect them with Chapter, Family First's Health Insurance Counseling partner, at no cost.

Can Family First help with backup care?

Yes. Care Experts help employees proactively build a backup care plan, so they're ready when a sitter cancels, school closes or an appointment lands in the middle of the workday. They research and personally vet local care options, including backup child care, senior care and respite care.

What is a Care Plan?

A clear, personalized plan built by the employee's Care Expert. It maps out what to do next, why it matters and who is responsible. Employees can view it in the Care Hub, share it with others, or download and print it.

Can family members help coordinate care?

Yes. Employees can invite family members and other helpers to the Care Hub, set access permissions, share updates and coordinate tasks, so care doesn't fall on one person. They can also choose to include them in the work with their Care Expert, so they are a part of the process.

Will employees work with the same Care Expert?

Yes. Employees work with the same Care Expert every time, from the first call until their goals are met. No handoffs.

How is Family First different from an EAP?

While many EAPs focus on short-term counseling and referrals, Family First provides an ongoing, 1:1 relationship with a dedicated Care Expert who understands the full spectrum of an employee's and their family's needs. Care Experts develop personalized care plans and go beyond providing resources to offer hands-on advocacy, care coordination, education, and coaching, helping employees navigate challenges and manage care for themselves and their loved ones.

PRIVACY, REPORTING & SUPPORT

Is employee information kept confidential?

Yes. Privacy and security are a priority. Family First is SOC 2 Type 2, HIPAA and HITRUST compliant.

How do we promote Family First to employees?

Your Engagement Hub has everything you need: a launch checklist, a welcome email and flyer, quarterly engagement campaigns, digital signage, and training materials like the Are You a Caregiver? Lunch & Learn.

What reporting will we receive?

You will receive weekly reports for the first four weeks following launch, followed by quarterly reports highlighting year-to-date utilization. At year-end, you will receive a comprehensive insights report covering overall utilization and aggregated, de-identified population-level data. This includes Care Risk Index (CRI) scores and changes over time, reasons employees seek support, how their needs are being addressed, referrals within and beyond your benefits ecosystem, and recommendations for optimizing the program in the year ahead.

© 2026 Family First, Inc. All Rights Reserved.

Who should HR contact with questions?

Your Family First team: Alaina Melena (Account Lead) for account questions, Sara MacDonald (Contracts & Security) for agreements and compliance, Emily Demikat (Marketing & Design) for materials and campaigns, and Anthony Cefalo (Billing) for invoices and payments.

© 2026 Family First, Inc. All Rights Reserved.