Talking **Points**

Short, plain-language ways to describe Family First. Use them in manager briefings, all-hands meetings, newsletters or benefits guides, and edit any section to fit your voice.

IN ONE SENTENCE

Family First is a 100% free and confidential family and care benefit that gives employees a dedicated Care Expert who helps with everything from complex to everyday care challenges, and does the legwork so they don't have to figure it out alone.

IF SOMEONE SAYS…

"I'm not really a caregiver." If you're worrying about someone or helping them, Family First is for you.

"My situation is too small." Big or small, a Care Expert can help. Nothing gets decided on the first call.

"I don't know what to ask." You don't need to. Just call or reach out in the Care Hub. They'll guide you.

"I don't have time." That's the point. Members save 14 hours a week on average on caregiving duties.

"I don't need this now, but I probably will in the future." It's never too early to prepare. A Care Expert can help you plan ahead, anticipate challenges and avoid a crisis before it happens.

"What's the catch?" There isn't one. Family First is 100% free for you and your family.

"Will my employer know?" No. Family First is confidential, so what you share with your Care Expert stays private.

OUR EXPERTISE

- Caring for an Aging Loved One
- Mental & Behavioral Health
- Cancer & Chronic Illness
- Caregiver Burnout & Wellness
- Fertility & Family Planning
- Parenting & Childcare
- Veterans Support
- End of Life & Loss
- Financial & Legal Planning
- Hormonal Health & Midlife Care

WHO CAN USE FAMILY FIRST

Family First is for employees and their families. They can be caring for anyone they love: a parent, a spouse or partner, a child, or themselves. Many people don't think of themselves as caregivers, but if they're helping or worrying about someone, Family First is for them.

HOW IT WORKS

1. **We listen.** Each employee is matched one-on-one with a Care Expert who learns what's really going on.
2. **We do the work.** Planning, coordination and advocacy. We make the calls and navigate the systems.
3. **We stay with them.** Support continues until their goals are met, with the same Care Expert every time.

WHY CAREGIVING SUPPORT MATTERS

- 73% of employees are balancing work with caring for loved ones.
- Caregivers are twice as likely to experience high levels of stress and burnout.
- Members rate Family First a 94 NPS, save 14 hours a week on caregiving on average, and see a 34% average reduction in caregiver burnout risk.

HOW TO GET STARTED

- Call 877-585-7090, Monday–Friday, 8 AM–8 PM ET, to speak with a Care Expert.
- Visit family-first.com/member-access to learn more, explore the Care Hub and request help.
- Download the Family First app at family-first.com/ios or family-first.com/android and log in with the same credentials.

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