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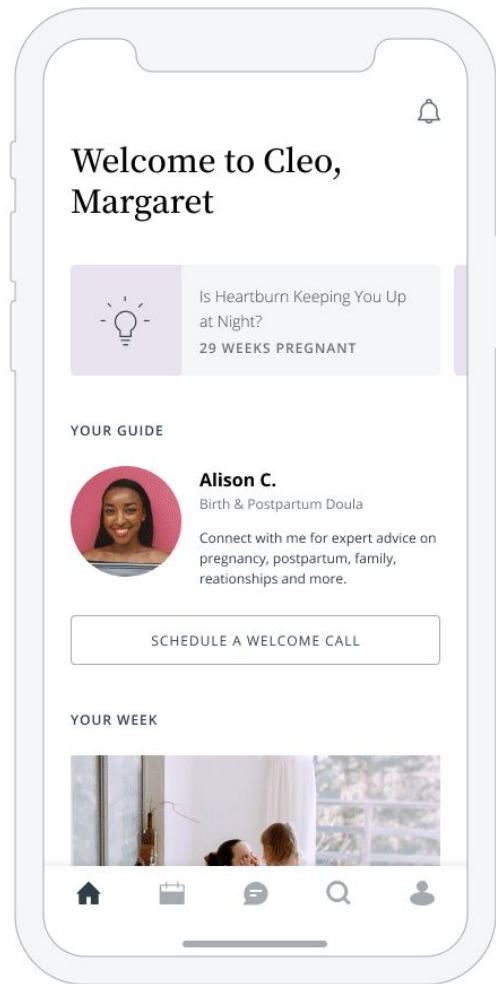
Welcome to your
family support
benefit



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Meet Cleo:

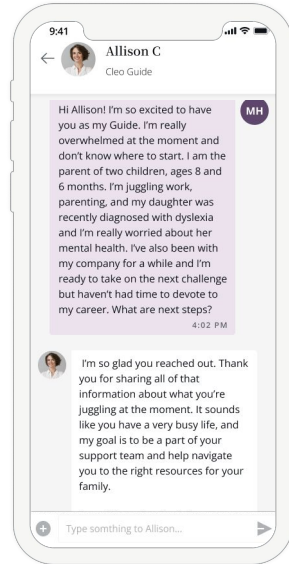
Your all-inclusive
family support system
& family benefits
navigation platform



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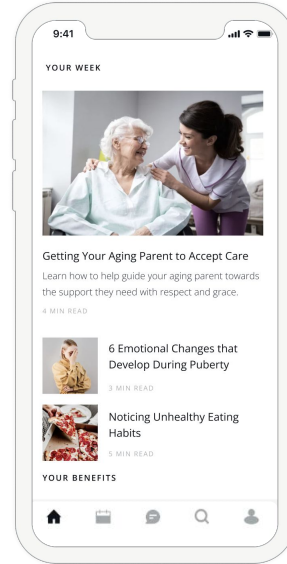
Cleo is a holistic,
human-centered
**support
platform** to
support families

Trusted Relationships



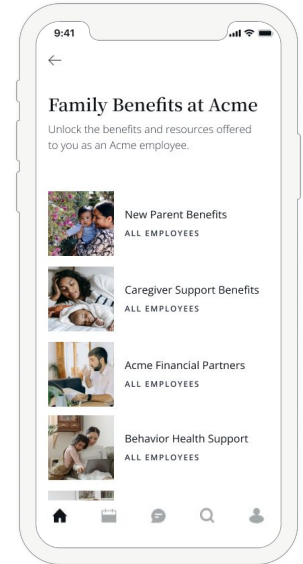
A dedicated Cleo Guide to support members at every step, connecting relevant content, communities, and programs.

On-Demand Resources



Access to personalized tips and curated content to build knowledge and confidence throughout the journey.

Connected Experience



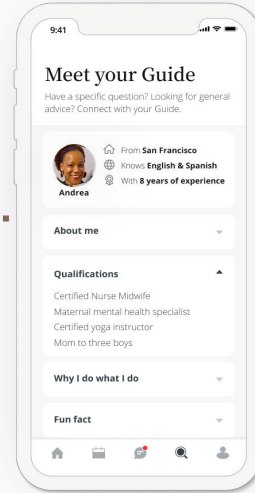
A centralized hub for member health and family-related benefits, including partner information.

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We're here to meet your everyday family planning and caregiving needs through your **personal Guide** and access to a **network of specialists** and experts



Cleo Member



Cleo Guide

An interdisciplinary care team



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1:1 support from experts & specialists

Access to 60+ types of specialists to support you and your family through your unique challenges and situations

Communication & relationships

Neurodiversity

Positive discipline

Parenting & child development

Your career

Emotional wellness & mental health

Screen time & digital media

Healthy aging

A photograph of two men, one with a beard and one without, smiling and looking at a tablet together. The man with the beard is in the foreground, and the other man is behind him with his arm around his shoulder. They are both wearing casual t-shirts. The background is a soft, out-of-focus indoor setting.

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Fostering **Diversity, Equity,
& Inclusion** is at our core

Inclusive support

You're offered the opportunity to be paired with a Cleo Guide who you may identify with based on race, ethnicity, culture, gender orientation, or otherwise across your journey

Inclusive content

Within Cleo's extensive content library, you'll find resources, tips, articles, live and on-demand webinars, and more that supports growing and raising a family of all backgrounds and experiences

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**Tailored to your
needs**

Culturally- and racially-concordant care and inclusive support:

- Support in 15 languages
- BIPOC and LGBTQIA+ Guides
- Children and families of all gender expressions
- BIPOC families
- LGBTQIA+ families

Age- and developmentally-appropriate support:

- Support for your child's developmental stage
- Support for neurodivergent children

Key areas of
support for
families
with Cleo
Baby

- **Birth prep** and ensuring you are set up for your best birth experience
- Support through **lactation consulting and infant feeding** for you and your child
- Providing **sleep** support and sleep consultation for your baby
- **Postpartum** support
- Your **mental health** throughout awaiting your newborn's arrival and the first year of their life
- **Developmental milestones** and answering your questions and concerns

Key areas of
support for
families
with Cleo
Kids

- Building a **strong relationship** with your child
- Learning **communication** and **positive discipline** skills to best support you and your family
- Making sure your child is **eating well**
- Providing **sleep support** for younger children
- Your **mental health** and the mental health of your child
- Understanding development and **providing behavioral support** for your child
- **Setting boundaries** around screen usage and digital media

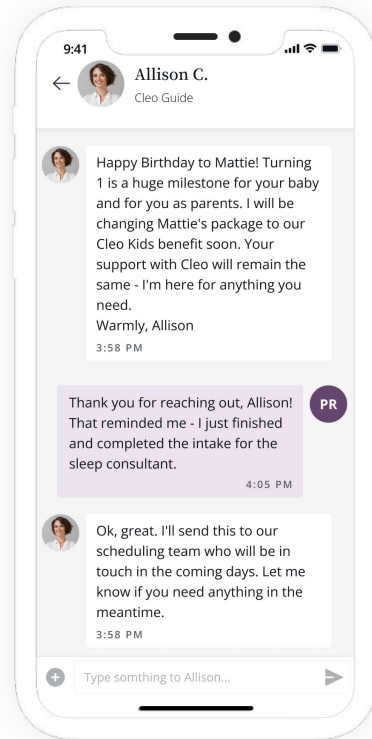
Tip

Connect with your Guide

You can **message your Guide** right away with whatever question or concern is on your mind - or set up a welcome call to talk through what you're thinking about or going through live.

Guides will proactively reach out to you with regular updates on your journey, but they are also available when you reach out to them.

- Your Guide will reach out to you as your baby approaches 3 months in age, for example, with information about their development and tips for common challenges.
- If you have a question about how often your baby hiccups, go ahead and message them. *They are there to help!*

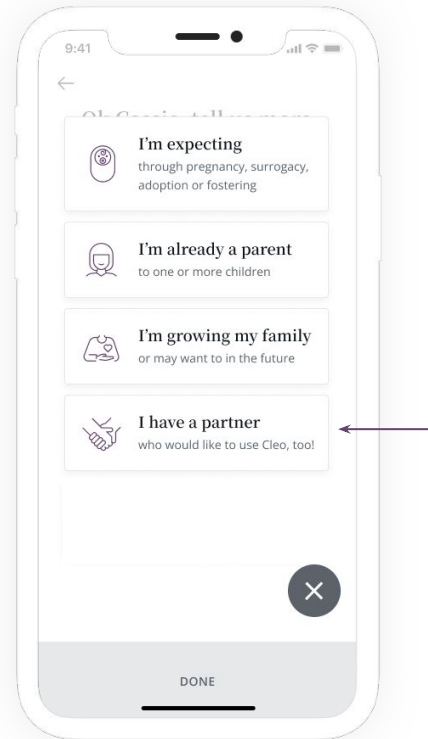


Tip

Add your partner, spouse, or a family member on the app

Adding your partner or a family support member to Cleo allows them to reach out to your Guide whenever they have questions or need support as well.

They can can access all that Cleo has to offer from resources, articles, tips, events, and more.



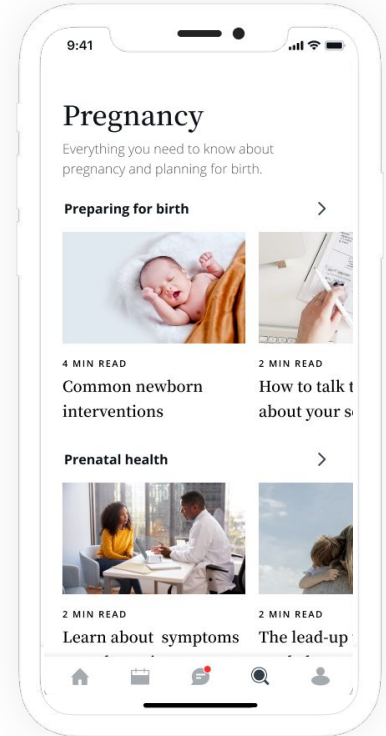
Tip

Explore resources, sessions, and check-ins

Cleo is ready and waiting for you with tons of **on-demand resources** and **1:1 support** opportunities.

Popular support areas:

- Sleep training
- Parenting support groups
- Birth prep and parenting classes
- Return to work planning
- Lactation help
- Emotional wellness



Enroll today and get started with your Cleo Guide!



1.

Scan the QR code to the left or visit hicleo.com/activate to download the Cleo for Families app.

2.

Sign up and create your account using your work email address.

Need help enrolling?
Email us at support@hicleo.com

3.

Message your Guide and browse the app.

Enable notifications on your phone as well to get alerts when your Guide has messaged you and when a new Tip is live in the app!

4.

Add a partner or family support member and invite them to also take advantage of all Cleo has to offer!

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Thank you!