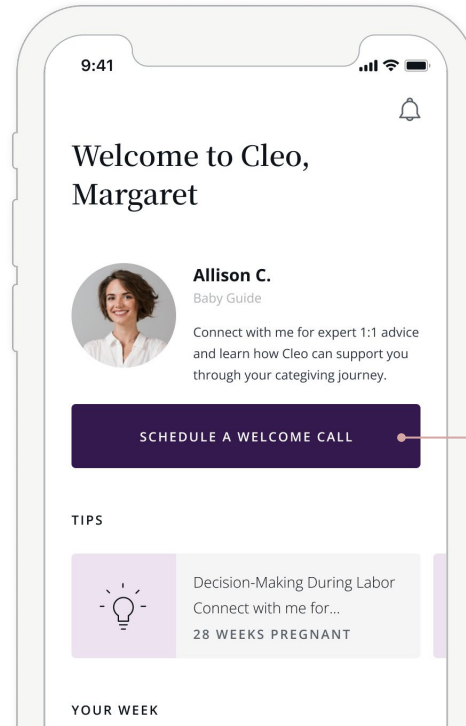




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Cleo Self-Care Support





Multimodal communication

- In-app chat
- Video call
- Phone call

Cleo Guides: parenting & caregiving experts

60+ specialities
localized support in **15+ languages**

Cleo is a holistic, human-centered **support platform** designed for you and your family

Cleo provides end-to-end support

Family forming

- Understanding options
- Preconception health
- Fertility optimization
- Miscarriage and loss
- Navigating fertility treatments
- Fostering, adoption, and surrogacy
- Leave and return to work

Pregnancy & baby

- Pregnancy and newborn care
- Child care and enrichment
- Sleep, feeding, and development
- Leave and return to work
- Guidance on child care
- Fostering, adoption, and surrogacy
- NICU/PICU support
- High risk pregnancy support

Self-care

- Taking care of myself
- Maximizing quality sleep
- Mindfulness
- Nutrition
- Physical activity
- Caregiving confidence
- Connectedness and relationships
- Menopause
- Cancer care
- Planning for my future care

Parenting kids & teens

- Positive parenting
- School and behavior
- Child care and enrichment
- Sleep, nutrition, and development
- Nutrition and eating disorders
- PICU support
- Cancer care
- Neurodivergence
- Mental health
- College and future planning

Caring for an adult

- Healthy aging
- Chronic kidney disease
- Home care
- Senior housing options
- Cancer care
- Future care planning
- Dementia and Alzheimer's
- Parkinson's disease
- Falls in the elderly
- Heart failure & stroke
- Hip fracture
- Depression
- End-of-life care

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How Cleo Can Support Your Unique Journey



Self-Care for all

Self-Care support is now included for Cleo members and employers, delivering practical, actionable tips for how to stay engaged as a caregiver and employee alike during some of life's most challenging moments.



Self-Care support topics:

Emotional wellness

Relationships

Taking care of myself

Career

Caregiving confidence

Cancer care for myself

Menopause

Grief and loss



Menopause support

*Menopause is a highly personal experience, with a wide variation of symptoms and challenges that can impact daily life, including caring for oneself and others. Cleo Guides and on-demand digital support help members navigate this stage with confidence and ease. **Menopause support is now included through Cleo's Self-Care offering** for Cleo members and employers.*

Menopause support with Cleo:

Symptom management & therapies

Guidance on finding a medical provider

Navigating menopause & perimenopause care

Understanding the stages of menopause

Explaining menopause to your family

Self-advocacy in the workplace

Emotional wellness & self-care

Embracing menopause



Cancer care support

*Cancer care is challenging due to the complex and often unpredictable nature of the disease, the physical and emotional toll of treatments, and the profound impact it has on one's daily life, work, and relationships. Cleo Guides and on-demand digital support are here to assist individuals in navigating this challenging chapter with assurance and comfort. **Cancer support is now an integral part of Cleo's Self-Care, Parenting, and Caregiving** offerings for Cleo members and employers.*

Cancer care support with Cleo:

Clinical education & symptom monitoring

Accessing affordable and quality care

Legal planning

Prevention and screening

Family relationships

Career & leave support

Emotional wellness & self-care

Resource navigation

Support groups

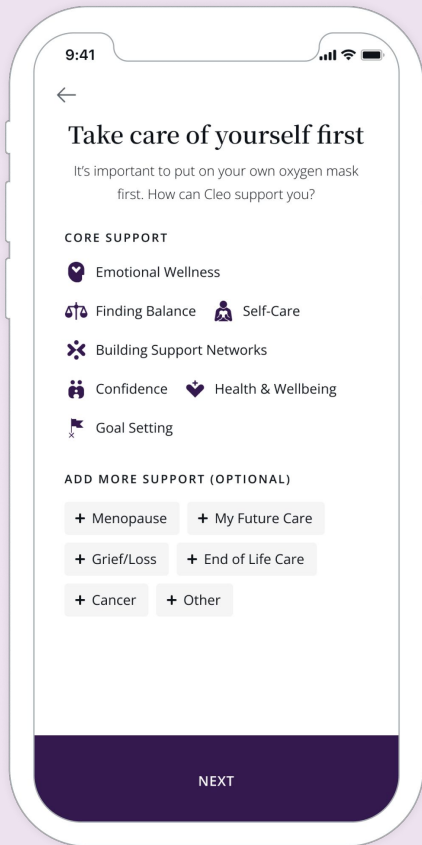
SELF-CARE

Support Plan

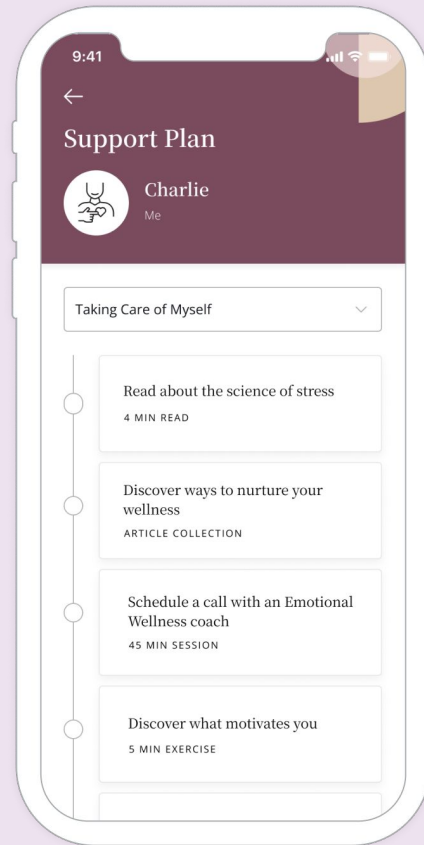
All Cleo members get unlimited, automatic access to self-care support. A member's selection of additional support topics will inform their Support Plan(s).

The baseline Support Plan for Self-Care is **Taking Care of Myself**. Additional support includes Menopause, My Future Care, Grief/Loss, End of Life Care, Cancer, and more.

ENROLLMENT



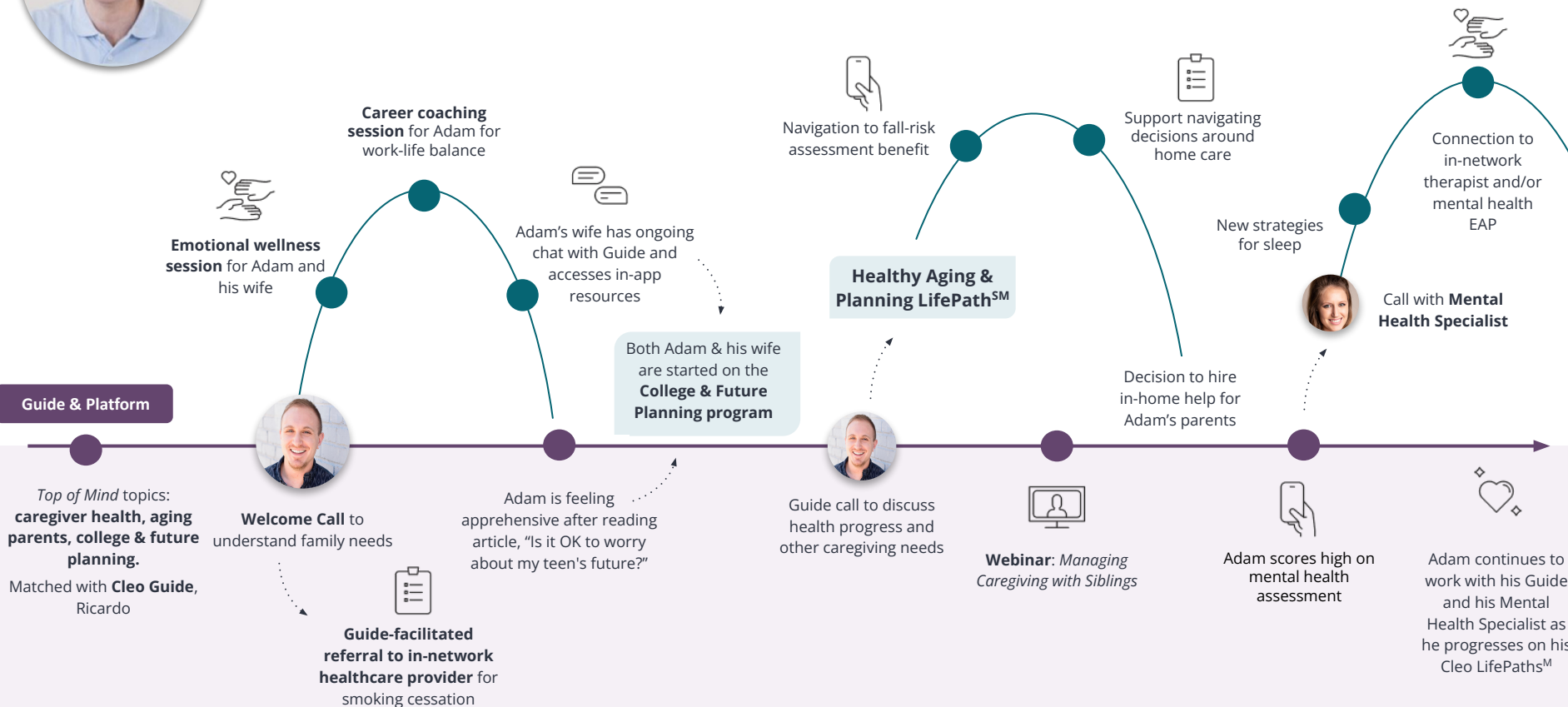
SUPPORT PLAN





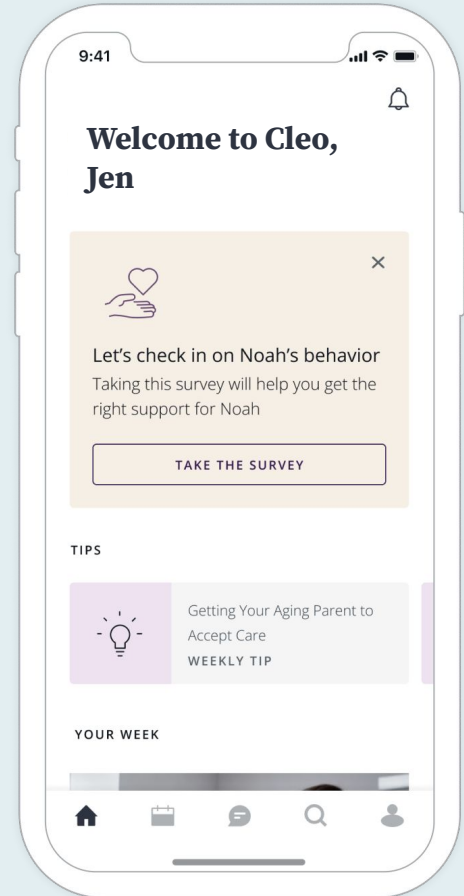
Adam

52 year old Senior Software Engineer



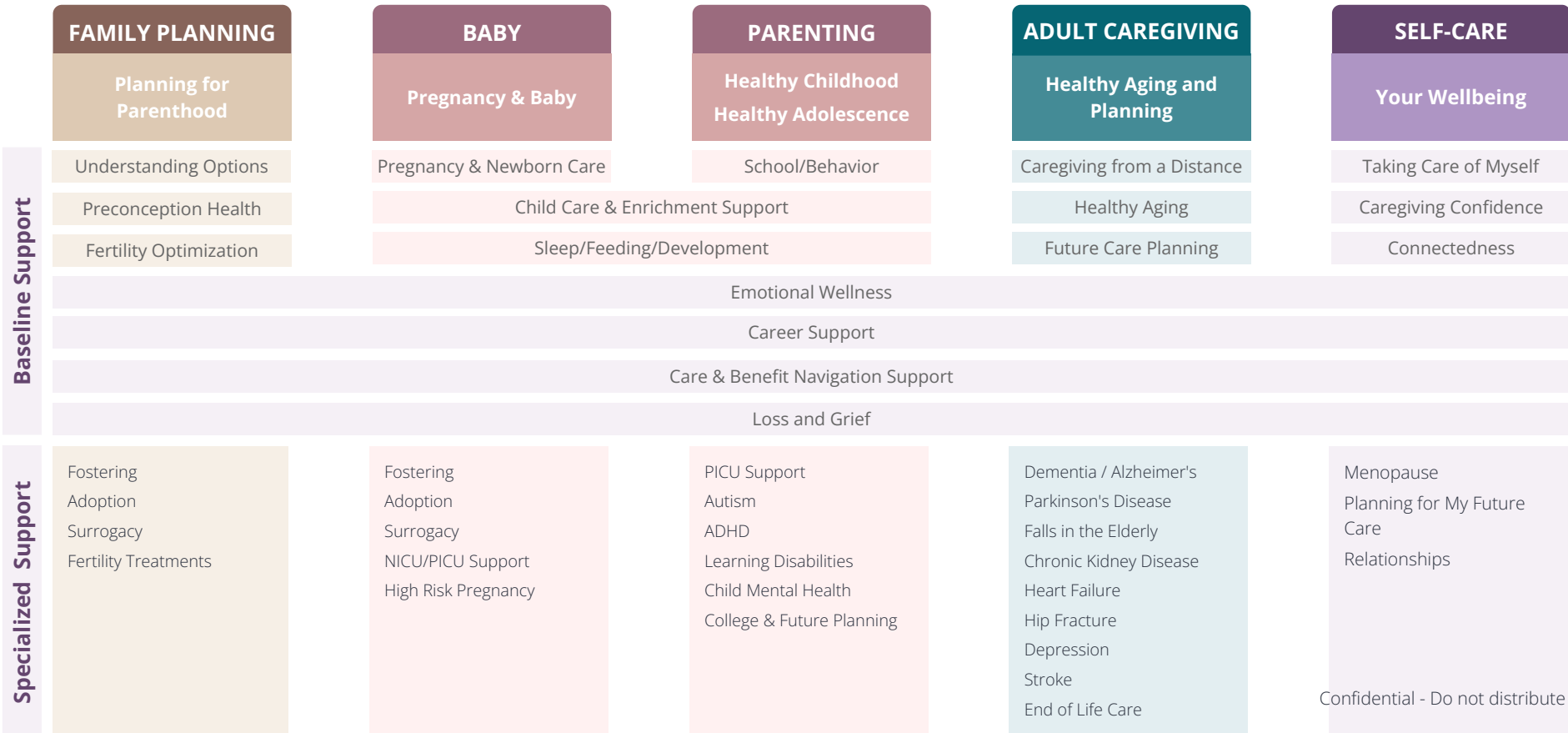
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LifePathsSM are directed experiences via the Cleo app that a member will go through based the needs of their self-care journey, or their child or adult loved one.





LifePathsSM designed to support all stages of life



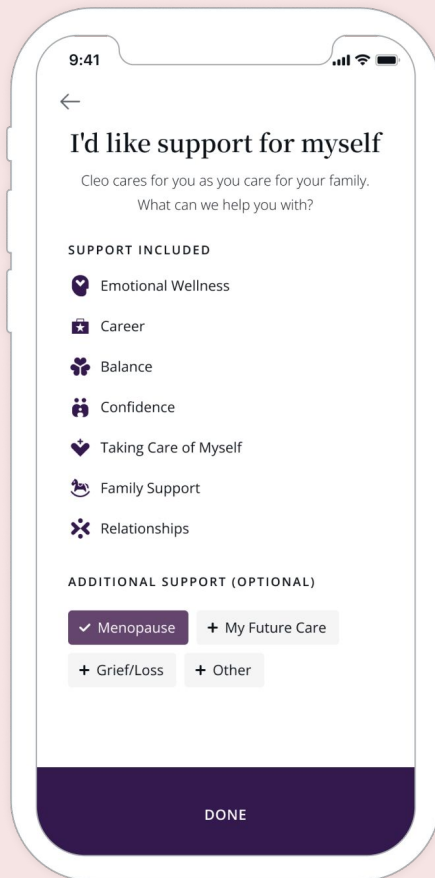
SELF-CARE

Menopause Support Plan

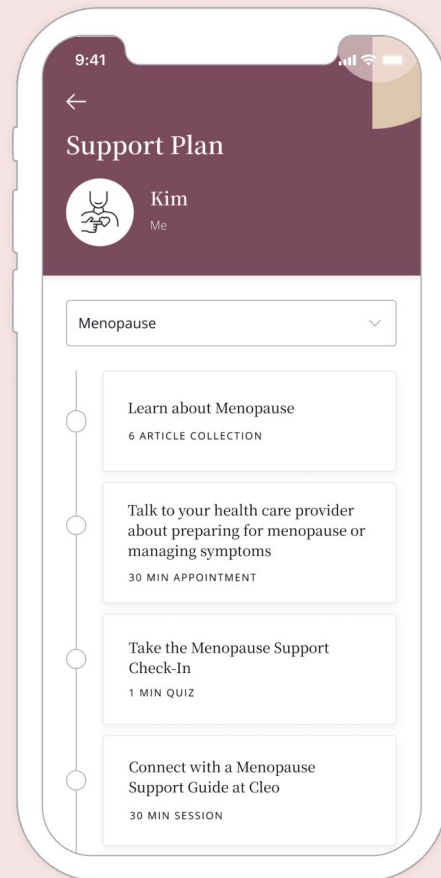
Delivered via the digital experience, Support Plans, and Guide support. **Menopause support includes:**

- Anticipatory guidance
- Education (curated content, webinars, Guide interactions)
- Guide & specialist sessions
- Guidance on finding a medical provider and on interacting with your medical provider
- Self-advocacy in the workplace

ENROLLMENT



SUPPORT PLAN



Key areas of
support for
families
with Cleo
Considering

- Your options for **family planning**
- Education and guidance around **IUI, IVF**, clinical intervention, and more
- **Egg freezing**
- Adoption support and understanding options through **adoption, fostering**, and more
- Answering your questions and support throughout **surrogacy**
- Guidance and support through **miscarriage** and **loss**
- Support for your own **mental health** throughout family planning

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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

Key areas of
support for
families
with Cleo
Teens

- Building a **strong relationship** and **communication** with your teen
- Your **mental health** and the mental health of your teen
- Knowing if your teen is being **bullied** & how to handle it
- Navigating **tough conversations** around sexual development, peer pressure, social media & screen usage
- Supporting your teen in **planning for the future** beyond high school
- Making sure your teen is **eating well** and fostering a positive body image

Key areas of support for families with Cleo

Adult

- Managing your **stress, level of confidence, self-care**, anxiety and depression through **proactive screening**, and helping you **support loved ones from afar**
- Navigating activities of daily living, **healthy aging and planning, safety in the home**, transitioning to **senior housing**, providing information and helpful **referrals to benefits and community resources**
- Cleo's **outcome-driven LifePathsSM**, action plans designed to address specific health needs or disease states, across:
 - Health aging
 - Dementia / Alzheimer's disease
 - Chronic kidney disease
 - Falls & hip fracture
 - Parkinson's disease
 - Depression
 - Heart failure and stroke
 - End of life care
- Managing logistics across **advance care planning, financial planning** and **legal documentation; evaluating senior housing options** and **Medicare, Medicaid, and VA benefits navigation**

Support for parents looking for
child care, after school programs,
summer camps, & more

How Cleo can support your search

Emotional transition: Supporting you with emotional preparedness for transitioning to caregiver in or outside of the home, especially after parental leave or a transition to a new role/job

Logistical support: Providing best practices for pick-up/drop-off, sharing responsibilities with partner / other family member / caregiver, pumping schedule (if needed), juggling work schedule and/or other commitments

Child care benefit navigation: Helping you navigate and utilize existing benefits available to you through your employee benefits where available

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Help finding
and
navigating
child care,
education, &
enrichment
activities

Included with your Cleo benefit, you get free access to a team of specialists who can help you find personalized options that fit your family's unique needs, location, budget and more.

Cleo's Child Care & Enrichment Team (CCET) offers families concierge support to identify and secure child care solutions for their child. Program support also includes assistance with finding summer camps, after school activities & enrichment classes, and tutors.

Message your Guide to learn more and get connected with Cleo's Child Care & Enrichment Concierge Team!

What Cleo's Child Care Team can provide

A Guide from Cleo's Child Care & Enrichment Team (CCET) will utilize various platforms to source local providers that meet your criteria.

They aim to provide at least 3 referrals to local child care providers that fit your needs and requests.

All providers must be licensed by the state.

- Licensing reports indicate a center's compliance with basic health and safety standards for operating a child care facility on the day of the visit
- Your Guide will provide the licensing number and a link to the licensing reports
- Cleo's CCE Guides review licensing reports for the past three years and highlight any citations the provider has received

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Getting Started with Cleo

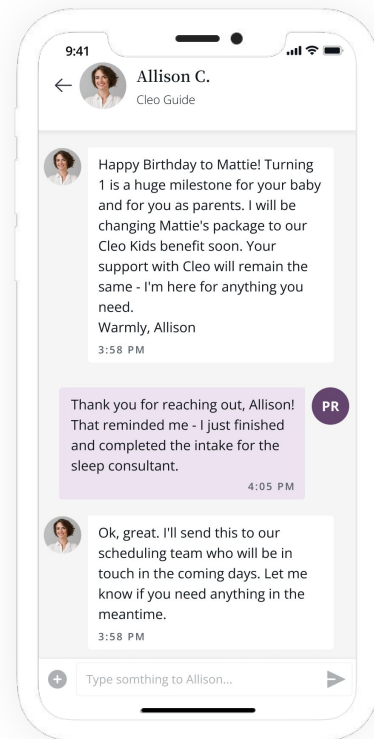
Tip

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!*

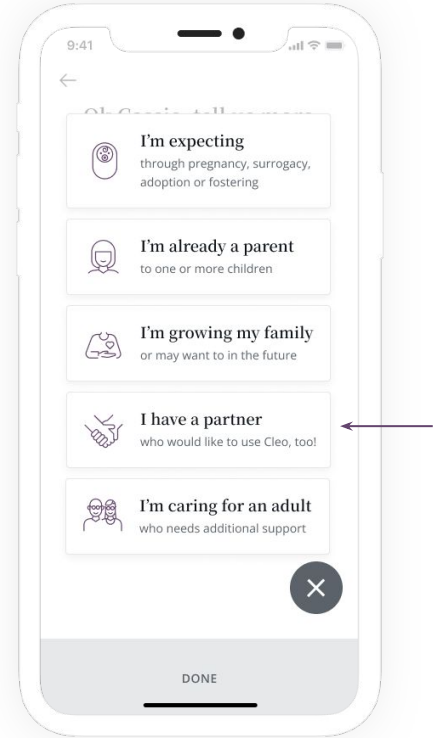


Tip

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



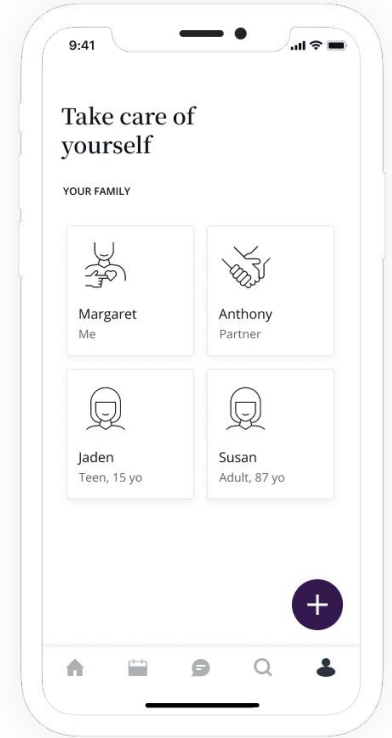
Tip

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:

- Finding and navigating child care, education, and enrichment activities
- Parenting support groups
- Planning beyond high school
- Return to work planning
- Healthy aging
- School challenges and knowing if your child is being bullied
- Navigating tough conversations with your teen





It's free! Sign up and get started today!

1.

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

2.

Sign up using your work email and create your account following the prompts at enrollment.

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

3.

Get started, 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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Questions?

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Thank you!

