

Caregiver INSIGHT Study



Our Objective:

The goal of the Study was to measure the impact of a robust program of caregiver support on family caregivers' stress, burnout, feelings of isolation, general wellbeing, and confidence in their ability to care for their loved ones. Caregivers hold the key to influencing the decisions for their loved one.

Results Indicate Program Success:

71 **Net Promoter Score**
Percentage of customers rating their likelihood to recommend a company, a product, or a service

85% **Customer Satisfaction Score**
Measurement of a customer's satisfaction with a brand's product and/or services.

Participants identified multiple benefits, including:

- Having fewer days feeling they were in "crisis mode"
- Feeling like they had critical help handling caregiving
- Feeling more confident they were effectively caring for their loved one

90% Reported having access to help at the moment of need helped reduce stress

98% Reported they found the program to be valuable

87% Reported having the program helped them make better decisions

87% Rated the program as Excellent



"Gold Star" Feedback from participants

This is a priceless program! We need help with being supported by those who understand what caregivers do!!

It has been very valuable to me because I had someone to talk to that let me know I am not alone.

She had excellent resources for me. Things I haven't thought of, despite tapping into many caregiving resources in the past.