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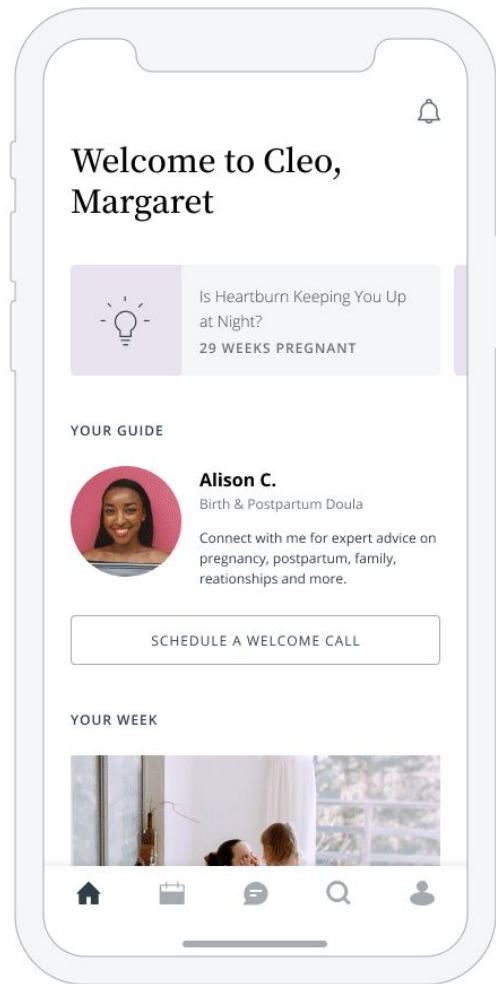
Welcome to your
family support
benefit



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Meet Cleo:

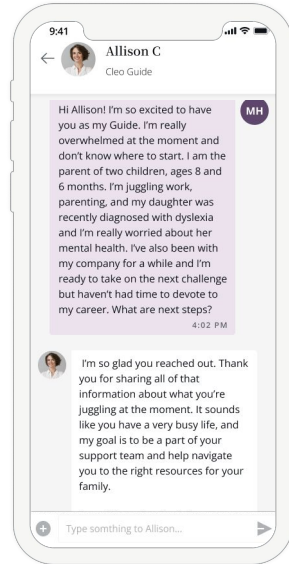
Your all-inclusive
family support system
& family benefits
navigation platform



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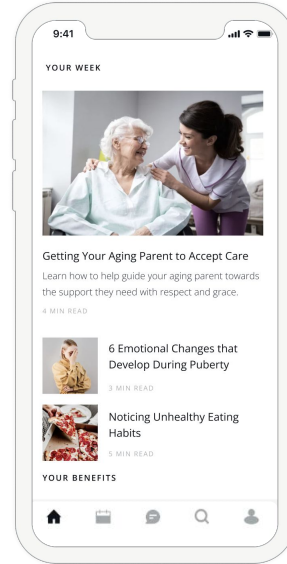
Cleo is a holistic, human-centered support platform to support families

Trusted Relationships



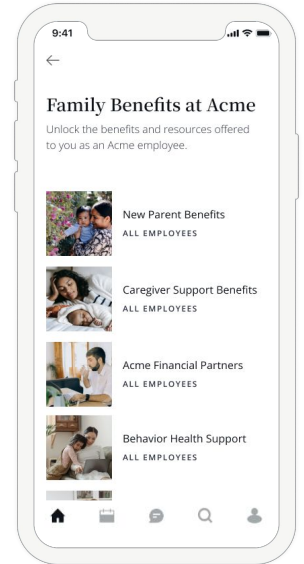
A dedicated Cleo Guide to support members at every step, connecting relevant content, communities, and programs.

On-Demand Resources



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

Connected Experience



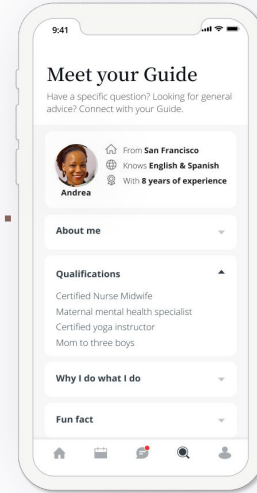
A centralized hub for member health and family-related benefits, including partner information.

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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





73%

of all employees have some type of current caregiving responsibility¹

Hopeful & expecting parents

Parents & caregivers of babies through teens

Caring for an adult loved one

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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

Cleo is an end-to-end solution.

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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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:
 - Healthy 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**

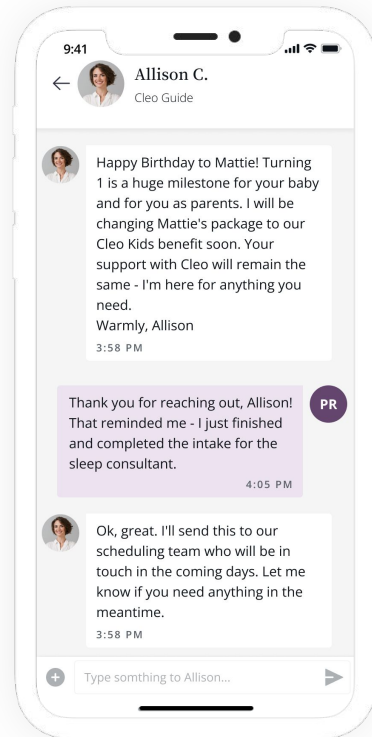
Tip

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!*

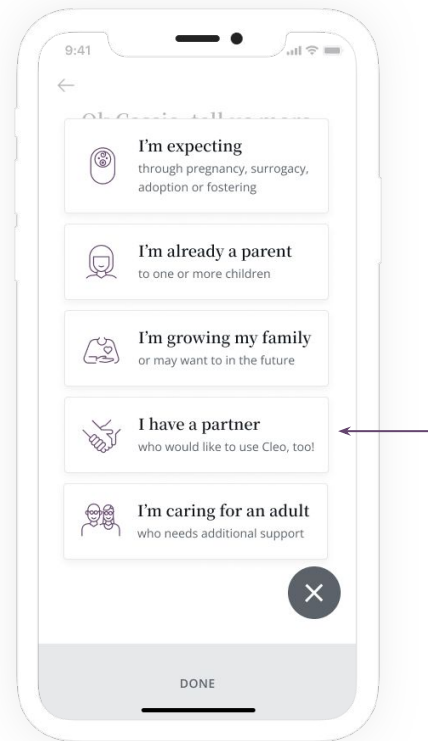


Tip

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.



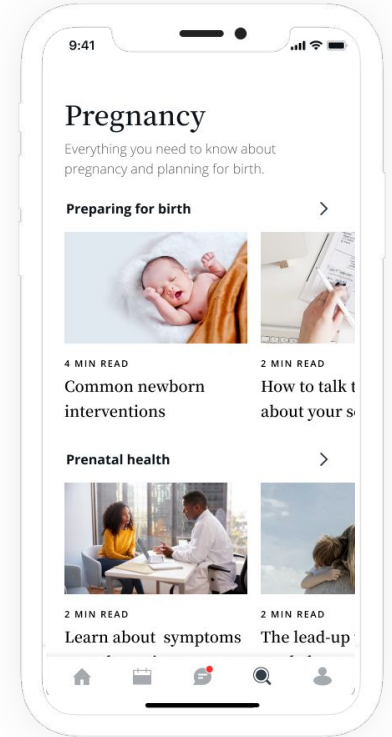
Tip

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:

- Sleep training
- Parenting support groups
- Birth prep and parenting classes
- Return to work planning
- Potty training
- School challenges
- Body image and bullying



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 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!