



# Economic Impact and Value Report

2025



# Executive Summary

At Grayce, we are committed to ensuring that our holistic family care support offerings directly impact the companies we serve. As part of that commitment, we regularly conduct research to determine Grayce's economic and logistical impact.

The results of our recent two-part survey are on the following pages. The survey aimed to measure how Grayce changes the way employees work and how that impacts the companies they work for.

Grayce's unique care integration model directly impacts employee stress and well-being, turnover and absenteeism, and productivity, leading to a proven ROI of \$6.10 for every \$1 spent on Grayce.



“I am so proud of the work we have done at Grayce to improve the well-being of employees and, in turn, to support the companies that have partnered with us. We believe in what we are doing, and we are excited to share how our work is changing the lives of so many.”

Julia Cohen Sebastien, CEO & Co-founder, Grayce



# Holistic support to ensure employees are healthy and productive

Stress is among the most significant factors impacting job performance, absenteeism, and turnover. Research for our employer guide<sup>1</sup> showed that nearly 50% of employees feel stressed, and 79% say their levels increase with their caregiving duties.

Grayce's wraparound family support services help alleviate this stress and, in turn, increase job performance, productivity, and employee satisfaction. In our survey, 84% of respondents reported that Grayce helped them improve their overall emotional, mental, and physical health. Nearly 90% of these respondents said Grayce made supporting their loved ones easier.

Moreover, Grayce has demonstrated a direct impact on overall employee stress levels. Before using Grayce, the members' average stress level was 3.8 out of 5. After utilizing Grayce's comprehensive family care support, the average stress level of these caregivers dropped to 2.6 out of 5. This stark decrease demonstrates how an employer's investment in well-being can have a direct impact on the bottom line.



**"I signed up for Grayce when my dad was really ill, and managing both him and my work was stressful. I joined the Gather community and attended multiple care partner sessions, which helped me handle the stress."**

**66%**

of members report a reduction in stress

**31%**

reduction in stress level by caregivers who use Grayce



“Having Grayce there to help with tasks that make me anxious has been great for my mental health.”

## CASE STUDY

# Family Care

### Situation:

Jane\* is a single mother who works full time and has struggled to juggle the mental load of navigating work and parenting. Jane became stressed after learning that her first-grade son Jonathan was struggling with some challenging behaviors at school. It was hard to manage parent-teacher meetings, doctor’s visits, work, and family obligations while still keeping the job she depended on to feed her family.

### Outcome:

Jane’s employer offered Grayce a benefit, and after she signed up, a Grayce Care Partner helped Jane find resources to support her child at school and home. Jane also joined the Gather community for parents and got support from other parents who were navigating similar challenges. By assisting with her overwhelming to-do list, Grayce helped this member lower her stress levels, freeing her to be more focused and productive at work.



Well-being



Community



Parenting

# Support services to reduce absenteeism and increase employee productivity

When researching workplace trends for our Employee Leave Report<sup>2</sup>, we discovered that employee leave requests are rising. In fact, in the last few years, leave requests have increased by an average of 20% year-over-year. Moreover, several employers in our internal survey reported that leave requests have nearly doubled in the last two years.

One factor in this increase is the equally rapid rise in family caregiving responsibilities. Our survey revealed that more than 40% of Grayce members have taken leave in the past year due to caregiving responsibilities. Additionally, 22% of respondents told us they were considering taking leave from their job due to caregiving challenges.

These stats demonstrate why employers need to support their employee caregivers. This directly correlates with decreased leave, illustrating the direct ROI of an investment in holistic family care support.



**“Grayce helped me navigate the process of finding care for my mother. My care partner gave me direction and options, saving me days of frustrated work.”**

## 54%

of members who took leave in the year before accessing Grayce’s services say that Grayce reduced their need to avoid additional leave or resign their position.

With Grayce, members report that they can reclaim 6 days of productive time per month.



“I have more time to spend with my daughter, which has strengthened and returned our relationship to a more relaxed one.”

## CASE STUDY

# Absenteeism

### Situation:

Emily's\* adult daughter Sara was in a terrible car accident and suffered severe injuries. Despite her busy work schedule, Emily wanted to support her daughter, so she managed multiple doctor and therapist appointments each week. She spent hours making phone calls and attending appointments to support her daughter's healing and got behind on her work.

### Outcome:

After Emily told her employer about the situation, they told her she had access to Grayce as a benefit. A Grayce Care Partner created a comprehensive plan to support Emily and Sara. The Care Partner found qualified doctors and therapists and provided concrete care options in convenient locations. This allowed Emily to navigate her daughter's health care without taking extensive leave from work.



Insurance



Support Services



Health Care

# Well-supported employees are more focused and productive at work

It's estimated that businesses lose upwards of \$44 billion yearly in productivity due to the impacts of family caregiving.<sup>3</sup> The personal responsibilities of arranging for health care, managing appointments, providing care, and navigating resources can affect productivity. According to a Harvard Business School report, nearly 80% of employees say caregiving significantly impacts their productivity at work.<sup>3</sup>

Nearly three-quarters of the members we surveyed reported that having Grayce helped them be more focused at work. These members stated that without Grayce's support, they would have taken an estimated six more days of leave from work.

While it's hard to put concrete numbers around workplace productivity, it's easy to see that care navigation support like that provided by Grayce can directly impact an employee's overall productivity and, therefore, have a direct financial impact on company revenue.



**"Grayce is a pillar that I count on time and time again for resources and support in my busy work life."**

**73%**

of Grayce members report that with Grayce, they could better focus on their job

Nearly  
**80%**

of employees say that caregiving has a significant impact on their productivity



“Knowing what resources were available to my father made the situation feel less overwhelming. With the reassurance that my father had the care he needed, I could channel my energy into being more productive at work.”

## CASE STUDY

# Workplace Productivity

### Situation:

Dean's\* aging father lived thousands of miles away. He got a call that his father was experiencing self-neglect. After doing some research, Dean realized that his father needed extensive behavioral and social health support. He wanted to fly out to help his father, but he couldn't take weeks off work due to major projects.

### Outcome:

Dean connected with his Grayce Care Partner, who found resources in his father's location and helped him devise a plan to leverage those from a distance. Grayce then helped Dean identify the next steps in caring for his father, ensuring he had the health care and social support he needed.



Elder Care



Remote Care



Resources

# Investments in employee support lead to greater satisfaction and retention

When an employee leaves a company, recruitment, onboarding, and loss of productivity lead to significant costs for employers. According to PeopleKeep, replacing an employee can cost as much as 1-2X their annual salary.<sup>4</sup>

Investments in employee support have a demonstrated impact on reducing turnover, saving companies millions of dollars. Employees who feel supported and valued are less likely to leave and more likely to recommend that company to friends and family.

Our research demonstrated that 94% of employees report that access to Grayce makes them feel like their employer cares about them. Additionally, 84% of members report that their experience with Grayce makes them more likely to recommend their employer to a friend or family member.



**"I use Grayce when I feel down and need emotional support. Grayce made a huge impact on my well-being. I always recommend it to my friends."**

## 73%

of employees say they would stay at their employer longer if offered caregiver support

## 80%

of Grayce members feel that their employer shows commitment to supporting the diverse needs of employees and their families by offering Grayce



“I found out that Grayce was offered through my employer when I needed options for my dad. Grayce was a great resource for me.”

## CASE STUDY

# Employee Satisfaction and Retention

### Situation:

After his father received an Alzheimer's diagnosis, Stephen\* began to explore options for health care and therapy. He quickly became overwhelmed by both the diagnosis and the amount of care his father would require. He wondered if he would have to quit or hire full-time care for his dad.

### Outcome:

Stephen found out his employer offered Grayce as a benefit, so he signed up. He was connected with a Grayce Care Partner—an experienced social worker with a background in caring for people with dementia-related illnesses. His Care Partner provided suggestions that Stephen hadn't considered. Caring for his father was difficult, but he discovered that he could do it successfully while still keeping his job with support from Grayce.



Well-being



Planning



Insurance

# Total Financial Impact

## 6.1 to 1 ROI

Grayce's ROI was calculated based on actual employee, family member, and employer client data.

To accurately measure the value of retention savings, we identified the number of additional employees retained due to Grayce, with an assumed average salary of \$75,000 and 9 months of salary as a replacement cost. To measure the value of productivity savings, we used a \$75,000 average salary and calculated the value of reported time savings for each employee cohort.

By adding up the retention and productivity savings and dividing that number by the total fees paid by clients included in the measurement period, we calculated an ROI of 6.1 to 1.



# Grayce's impact on your bottom line?

[Estimate your savings with Grayce](#)



For a company of 5,000 full-time employees with an average salary of \$75,000, a business could expect to retain 19 additional employees each year. At a turnover cost of \$56,250 (9 months' salary) per person, that results in \$1,068,750 in retention savings and \$238,702 in productivity savings.

Each year with Grayce you could save

**\$1,307,452**

Cost of turnover

**\$56,250**

Full-time employees

**5,000**

Average salary

**\$75K**

# Methodology

To determine Grayce's impact on business, we executed a two-part survey that included a targeted study for complete contract evaluation and a rolling survey for lifecycle-based responses. This survey collected responses from over 170 Grayce members who participated in the program, ensuring that our insights came from active users who had benefited. Ultimately, our survey data demonstrated that Grayce members had reduced overall stress levels, lower absenteeism rates, and reported an increased ability to focus and be productive at work.





**Thank You!**

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