



# A straightforward measure of value

Grayce calculates ROI based on employer client data and self-reported employee caregiver user data. Summing the retention savings and productivity savings, divided by the total amount of fees paid by clients included in the measurement period, Grayce returns an ROI of 6.1.

## ROI process

**1. Identify targets for cost reduction.** Third-party studies by Harvard and Metlife identify elevated employer costs for employee caregivers in two arenas:

- ✓ Preventable turnover
- ✓ Lost productivity as absenteeism and/or presenteeism

**2. Deploy personalized support.** Care navigation and support services focus on unburdening the caregiver and maximizing productivity via:

- ✓ Complex and chronic care navigation
- ✓ Expert concierge services
- ✓ Personalized care planning
- ✓ Curated content and tools
- ✓ Integration and increased utilization of all the employer's benefits

**3. Calculate savings.** On an annual basis, Grayce re-runs the ROI analysis based on employer client data, and on a quarterly basis with self-reported employee user data, and quantifies the financial impact of outcomes from specific, evidence-based care integration across care partners, care plans, and users. Savings are reported on:

- ✓ Lowered attrition
- ✓ Improved productivity

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## Average return on investment

# 6.1x ROI

= Cost savings of retention + productivity / Grayce fees

The impact study showed Grayce's unique care integration model moves the needle on employee caregiver turnover and productivity by integrating all factors of a person's care needs - from medical to mental health, social, and financial, we identify personalized solutions that deliver repeatable results.

## Detailed breakdowns

Robust quarterly reporting presents performance, outlines ROI, and drives insights to maximize value.

## Methodology

To determine the effect of Grayce on employee turnover, we measured a full one-year period for available clients. Eligibility data included 18,475 employees employed at the beginning of the measurement period. During the period of study, employees who were not Grayce members had an average turnover rate of 21.6%, while Grayce members had a significantly lower turnover rate of 13.3%, observing a **38.4% reduction in turnover**. To measure the value of productivity savings, we assumed \$75,000 average salary and calculated the value of reported time savings. To help employers grasp the impact caregiving has on their business, Grayce developed an interactive calculator. Try it at: [roi.withgrayce.com](http://roi.withgrayce.com).