

A LifeCare® Success Story

How one client uses LifeCare's Backup Care Connection to give its working parents greater peace of mind while reducing absenteeism and enhancing satisfaction and loyalty levels.

PEARSON

Pearson is an international media company with world-leading businesses in education, business information and consumer publishing. With more than 29,000 employees in 60 countries, Pearson businesses share a common purpose: to help their customers live and learn.

www.pearson.com

THE NEED

The goal at Pearson, Inc., is clear: to become the best company to work for in the world. As a result, its employee benefits are held to the highest standards. Programs that don't excel simply don't last. Its backup care program is a perfect example.

In February of 2007, Pearson replaced its incumbent program with **LifeCare's Backup Care Connection**—not because its old program fell terribly short of expectations but because it no longer lived up to employee needs. When Pearson compared it to LifeCare's program, this disparity hit home and one thing was clear: Backup Care Connection was far superior.

THE SOLUTION

Backup Care Connection offered Pearson an entirely new level of service—the country's largest network of providers, nationwide coverage, fully insured care, direct placement, and immediate fulfillment in most cases. In addition, the program could be customized to meet the evolving needs of the organization and its employees, a key advantage for a company of Pearson's size and scope.

Pearson knew it was getting a greater value and a stronger program with LifeCare. What it hadn't anticipated, however, were the results that Backup Care Connection would deliver in an astonishingly short time.

THE RESULTS

In the first seven months the program was in place:

- **119 Pearson employees pre-registered to place children or elders;**
- **Pearson employees made a total of 401 requests for assistance (including placements, requests for educational materials, counseling sessions, etc.)**
- **238 placements were made with care centers, in-home agencies and other providers—averting nearly 2,000 hours of potential absenteeism!**

Christine Pfeiffer, Pearson's Manager of WorkLife, calls the success of the program "impressive, especially given the short time it's been in place." Pfeiffer also says that Pearson is delighted with the positive feedback from employees, who have praised the program for its responsiveness and quality.

Pearson is proud to be included on the *100 Best Companies for Working Mothers* list for the eighth straight year. And while Back Up Care Connection certainly helps mothers, Pearson is gratified that the program meets the needs of both men and women with dependant child and eldercare needs.

Pfeiffer says the company plans to promote the program more aggressively in the coming months through on-site meetings, webcasts, and customized newsletters. "The benefits of the Backup Care Connection—to our employees and to the organization itself—have been tremendous. LifeCare's Backup Care Connection not only lives up to our high standards and those of our people, it exceeds them."

Give your employees quality backup care, slash your absenteeism, and enhance your employee loyalty and satisfaction levels with LifeCare! Call 866-675-3751 today.



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