

The Caregiver Challenge

How TSB Is Partnering with KareHero
to Support its Caregiving Employees



TSB's partnership with KareHero is set to improve the balance between caring responsibilities and careers. It aims to maximise retention, reduce absenteeism and financial strain – with the potential to save thousands of hours and unlock over £1.78 million in funding for caregiving employees over the next three years.

Faced with the challenges of supporting and retaining employees balancing work and caregiving responsibilities, TSB has partnered with KareHero to add a complete adult care support service to meet the needs of its employee carers.

Based on expected uptake and average funding achieved per user we expect to see TSB employees access up to £1.78m in care funding over 3 years.

The Challenge

With one in 11 TSB employees identifying as caregivers, TSB wanted to support the important work of colleagues who are carers, allowing them to find balance between their carer duties and careers. “We know that people have had to put their career on hold as a result of needing to care for loved ones and not having the time, or believing they didn't have the time, to do both: employment, as well as caring, which is why providing support for carers is so important,” says Will Rayden, Director of Reward and Performance.

In 2020, TSB introduced two weeks' paid carers leave on top of its annual holiday entitlement, in targeted action. But many caregivers can take around seven years to come forward, according to Carers UK – delaying access to vital resources. The provision of hands-on help for those caring for any loved one over the age of 18 (not just elder care), was a missing piece in TSB's carer support puzzle.



About TSB

TSB is a UK-based retail bank with a workforce of 5,000 employees and a network of 170 branches. Known for its commitment to employee wellbeing, TSB has long focused on offering innovative and impactful solutions to support its diverse workforce.

The business case for investing in carer benefits

As more UK employees now look after adult dependents than children, there has never been a greater need, or reason, for businesses to support colleagues who are carers. Understanding that all of its 5,000 employees could well be carers at some point in time strengthened the business case for TSB.



The Business Case

Part of that business case was around our demographic data. We know that eight percent of our colleagues are carers. Long tenure, but also a large proportion of women (65%), all of which lends itself to a population who are more likely to be carers. The case for KareHero was very easy to make. I truly believe the launch of KareHero will, for the first part, increase the number of people who identify as carers. And then the benefits of the offering provided after that will be felt by large numbers of our employee workforce.



Will Rayden,
Director of Reward and Performance, TSB

The Solution

TSB is using KareHero to develop a deeper understanding of the practical needs of its carer population. The average carer in the UK spends 150-200 hours caring for adult dependents a year, resulting in a high risk of burnout and absenteeism. KareHero, combined with TSB's existing carers' leave, will help TSB colleagues care for their loved ones while maintaining their careers.

TSB colleagues now have full access to caregiving support provided by KareHero, which offers a range of services including:

1

Personalised support for every stage of the carer journey

2

Care needs assessment

3

Care funding review and application support

4

Legal issues such as power of attorney

5

Help with finding, arranging, and funding appropriate care on behalf of the carer

Services are easily accessible through the KareHero app, which also provides a means of administrative collaboration with family members, and TSB hopes it will provide unique hands-on help.

TSB has a range of policies that support carers' need for adaptability.

"Flexible working is one thing that carers absolutely will access, but it isn't enough. Employers can go much further. The range and flexibility of support that KareHero offers brilliantly matched and complemented what we already had in place. KareHero offers the full range of adult support and is tailored to specific caring needs and circumstances from very early stages of caring to end of life."

Angela Gibson, Senior Manager,
Colleague Experience and
Employment Policy



Implementation Process

Launching KareHero at TSB involved several steps:

1

Education

Webinars to educate employees, and support carers to self-identify.

2

Accessibility

Employees can download the KareHero employee app via QR codes and register within minutes.

3

Feedback

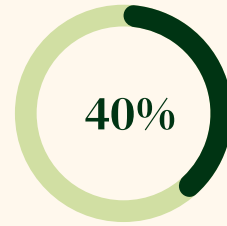
Collaboration with TSB's carers' network to ensure continuous feedback and improvement.

"The app is a really important component for us," says Angela. "Accessing it is easy. It provides TSB carers and their family access to specialist support and information quickly."

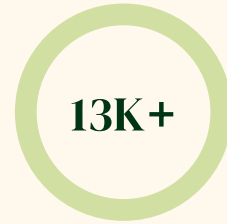
The Results

"It's a lifeline for our carers and their families," says Angela. "TSB carers have described our support as the fourth emergency service."

Although early in its rollout, the partnership is set to show promising results (see right).



A pilot group saw a 40% engagement rate, with employees accessing support for hospital discharge, funding, and respite care.



The service is projected to help employees save 13,000 hours annually – with experts on hand to navigate administrative challenges.



KareHero is projected to help TSB employees access over £1.78 million in untapped funding.



TSB will be tracking for improved retention, and increases in employees identifying as carers. This data will prove the tangible impact of supporting carers in the workplace. Life looks difficult sometimes, but carers will have support. TSB is making a difference by setting the tone for the rest of the business world.

Stephanie Leung, Founder of KareHero

Supporting families through the chaos of care.

About KareHero

KareHero is the UK's first and only fully-comprehensive adult caregiver support service, helping businesses offer legal, financial and care support as an employee benefit solution to help employees through the entire care lifecycle of a loved one.

KareHero is on a mission to help businesses become carer inclusive, focusing on providing practical and essential support to caregivers and their entire family at every stage of their journey.

Contact our team to find out more about how our adult care support can help you future-proof your organisation.

Contact hello@karehero.com, or scan below to book a call with us directly.

Your own dedicated
Family Care Advisor

Hospital Discharge
& Emergency Care Support

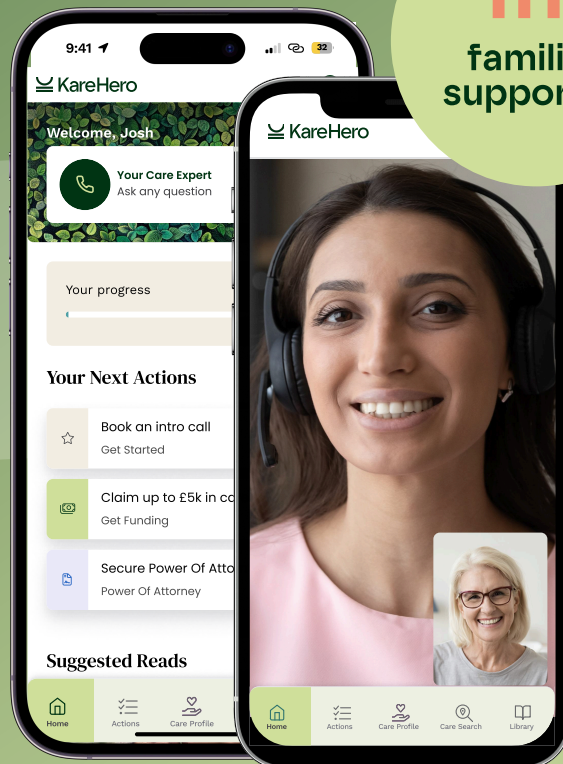
Access to £5k + per employee
through funding experts

Same-day Legal Power
of Attorney

Personalised Care
Assessment & Care Plan

Direct access to Vetted
Quality Care Providers

Care Resource Hub



1m
families
supported

