

LifeSpeak

Caregiving Through a Talent Lens

How Caregiver Support Shapes Retention,
Health Outcomes, and Long-Term Performance



Caregiving has to be understood through a talent lens. It affects how people experience their roles, how they navigate career paths, and whether they see a future for themselves in an organization.

When caregiving realities aren't considered in job design, expectations, and benefits, the costs show up over time — financially, operationally, and culturally. And when caregiving stress is treated as something employees should keep quiet about, organizations lose trust, engagement, and ultimately great people. Supporting caregivers is not an added expense. It's a fundamental part of building a resilient workforce.

This guide outlines why caregiving belongs in your wellbeing strategy, and how LifeSpeak helps you support every caregiver, every step of the way.



*Amanda Martell,
HR Director & family caregiver*



The New Reality of Caregiving

Every day, millions of employees are working two full-time jobs: the one they're paid for, and the one that comes with no paycheck. They're caring for newborns, aging parents, partners recovering from illness, and children with special needs. These responsibilities don't pause for the workday — they run alongside it, shaping focus, energy, and the ability to stay in the role.

Caregivers are already in your workforce. You see it when a colleague takes a call from a doctor's waiting room, rearranges their schedule for a school pickup, or spends a lunch break coordinating home care. Without the right support, that strain can show up in absenteeism, disengagement, and turnover.

But when organizations put real solutions in place, the story changes. People stay. Teams hold onto experience and trust. The workplace becomes somewhere employees can succeed in their careers and still care for the people who matter most.

“

Supporting caregivers at work is both compassionate and strategic. When we invest in their wellbeing, we strengthen the entire organization and set a strong foundation for long-term success.”



Jason Campana
CEO, LifeSpeak Inc.



“

I wouldn't know where to start without this service. It has been a gamechanger in caring for my mom.”

LifeSpeak member

The Caregiving Challenge at a Glance

1 in 4 employees (and up to 3 in 4 in some industries) is a caregiver¹

Caregivers average **27 hrs a week** of unpaid care¹

More than 22% of caregivers experience frequent mental distress²

1 in 4 caregivers report a **depression** diagnosis²

Across North America, caregivers are struggling to balance work and care

In the U.S., 24% of adults — about 63 million people — provide unpaid care, averaging 27 hours per week, the equivalent of a part-time job.¹ In Canada, about 20% of people aged 15+ — roughly 7 million — are caregivers, providing a median of 8 hours per week, with many putting in 20 or more.³

Caregiving isn't new — but who's providing it, and for whom, is shifting fast. For the first time, **more Americans are caring for an older adult than for a child.**¹ Women still provide the majority of caregiving hours, but men are increasingly represented, particularly in eldercare. And with life expectancy rising, smaller family sizes, and more dual-income households, the demand for working caregivers is only growing.



We used to talk about the 'sandwich generation.' But today, I've heard it called the Panini generation — pressed from both sides, caring for kids and aging parents at the same time. Without the right support, that pressure can derail even the most resilient employees."



Molly Prues
Gerontologist and Caregiving
Subject Matter Expert, LifeSpeak
Inc.



For the first time, more Americans are caring for an older adult than for a child.¹

ACTION STEP

Survey your workforce anonymously to understand the caregiving landscape.

Ask how many employees are caregivers, who they're caring for, and their top challenges. Use this baseline to shape benefits and policies that truly meet employee needs.

The Hidden Productivity and Retention Costs of Caregiving

Burnout linked to caregiving costs employers \$4,200-\$20,000 per affected employee annually⁶

Caregiving employees are often some of your most dedicated team members. They've mastered prioritization, problem-solving, and keeping calm under pressure — skills that make them valuable in any role. But without the right support, even top performers can face limits on how much they can give at work.

When the demands of care collide with the demands of work, it can mean missed meetings, last-minute schedule changes, or reduced focus during the day. Over time, those barriers translate into lost productivity — around \$5,600 per caregiving employee each year.⁴ And because caregiving strain takes a toll on health, caregivers also generate about 8% higher healthcare costs than non-caregivers.⁵

**\$5,600
/year**

average productivity impact without caregiver support⁴

16%

of caregivers have left a job due to responsibilities⁷

**50 -
200% of
salary**

cost to replace a skilled employee⁸

And for some, the pressure becomes too much to manage. Sixteen percent have left a job because of caregiving responsibilities.⁷ Replacing an experienced employee can cost anywhere from 50% to 200% of their salary.⁸ Beyond the budget hit, those departures mean losing institutional knowledge, disrupting team dynamics, and slowing momentum.

The good news: these outcomes aren't inevitable. Organizations that invest in caregiver support — through flexibility, access to resources, and targeted benefits — often see the opposite: stronger retention, lower healthcare claims, and more engaged teams.

“

I would be lost trying to figure out how to help my son without this benefit. There is so much information and navigating it without the background I have received here would be close to impossible for me as a working mother.”

LifeSpeak member



ACTION STEP

Run the numbers

Estimate how many employees in your workforce are caregivers, then calculate the annual productivity cost. Share this figure with leadership to show the **urgency of support.**



The Hidden Health Costs of Caregiving

Without the right workplace support, the dual load of employment and caregiving takes a serious toll on health and wellbeing. The costs — both human and financial — are substantial.

Mental health: Between **40–70% of caregivers show clinically significant symptoms of depression**, with dementia caregivers particularly at risk.¹⁰

Physical health: Only **1 in 4 caregivers report good physical health**.¹⁴ Caregivers fare worse than non-caregivers in **13 of 19 major health indicators**, including obesity, asthma, and arthritis.¹⁴

Equity gaps: Women caregivers are more likely to delay their own medical care, and LGBTQ caregivers face higher barriers to accessing health and social services.^{11, 12}

Employer costs: Caregiving reduces productivity by about **one-third**, costing employers roughly **\$5,600 per caregiver per year in absenteeism and presenteeism**.⁴

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Caregiving Can Be Hard on Health:

40–70% of caregivers show depression symptoms without adequate support¹⁰

only 25% of caregivers report good physical health¹⁴

Caregivers fare worse in **13 of 19 health indicators**¹⁴

LifeSpeak's Parenting & Caregiving Wellness Track



LifeSpeak's Parenting & Caregiving wellness track empowers employees to manage caregiving responsibilities while maintaining their work commitments, with:

- **Expert-driven guidance:** Practical help from trusted specialists.
- **On-demand access:** Available anytime, anywhere, in multiple formats and languages.
- **1:1 personalized advising:** Real humans assist employees in making confident decisions.
- **Flexible delivery:** Videos, articles, tools, and live sessions designed to fit busy schedules.

We also emphasize caregiver self-care, offering strategies and resources to help them take care of their own mental and physical wellbeing throughout the caregiving journey.

Supporting employees through every stage of care

LifeSpeak adapts to each caregiving chapter, from family planning to end-of-life care. We assist with:

- **Family planning:** Support for fertility and postpartum concerns.
- **Parenting and childcare:** Guidance for everyday parenting challenges.
- **Caring for complex needs:** Help navigating chronic illness and mental health issues.
- **Eldercare:** Assistance with service coordination and family conversations.
- **End-of-life support:** Emotional and practical help during challenging times.

“Giving people access to self-directed resources isn't just a nice-to-have. It's a cornerstone of effective stepped-care. When employees can get support early, they're less likely to rely on more costly interventions later. That's where real savings and real impact begin.”



Terri-Lynn Mackay
Director, Behavioral Health Innovation and Service Delivery

ROI Snapshot: The Caregiver Impact

Let's look at a mid-sized organization with 1,000 employees. Based on national data, we can expect at least 250 employees (1 in 4) to be caregivers. In some large employer studies, that number climbs to **1 in 3 or even higher**, making caregiver support one of the most critical workforce issues.

The financial impact shows up across multiple dimensions — from burnout and retention to absenteeism and healthcare costs. Here's how it adds up:



Burnout Avoided

- Burnout costs an average of **\$4,000 per employee per year**.⁶
- For 250 caregivers, that's **-\$1M at risk annually**.
- With LifeSpeak, **97% of members say the platform helps manage stress and prevent burnout**, helping employers prevent a large share of these losses.¹⁵



Retention Protected

- Turnover costs an average of **33% of salary (~\$20K per \$60K employee)**.⁸
- If 5% of caregivers leave due to strain, that's **-\$2.7M in replacement costs**.
- With LifeSpeak, **92% of members say they're more likely to stay with their employer**, showing the power of preventive caregiver support to protect talent.¹⁵



Absenteeism Reduced

- Caregiving often leads to missed work and presenteeism.
- For 250 caregivers, even **one fewer missed day each (~\$250/day) = \$62,500 saved annually**.
- With LifeSpeak, **88.5% of members avoid missing work**, proving real impact on attendance and productivity.¹⁵



Healthcare Costs Controlled

- Caregivers incur **-8% higher healthcare costs** than non-caregivers.⁵
- At \$10,000 average healthcare spend per employee, that's an **extra \$200K annually** across 250 caregivers.
- With LifeSpeak, **90.5% of members report fewer doctor/therapist visits**, helping bend the cost curve.¹⁵

Bottom line: For caregivers, active support is measurable. **Employers can avoid millions in burnout, turnover, absenteeism, and healthcare costs** while improving quality of life for one of their most at-risk populations.

More Ways to Build a Caregiver-Friendly Workplace

Caregiving benefits are most impactful when caregiver support is built into workplace culture. When employees feel safe to share their challenges and confident that leaders will respond with empathy, they're more engaged, more loyal, and more likely to stay.

Here's what leading organizations are doing:

- **Flexible scheduling & remote options**
Give employees the ability to adjust hours or work from home when caregiving needs arise. Even small changes — like shifting start/end times — can have a big impact.
- **Manager training**
Equip leaders to recognize caregiver stress and respond with empathy. Managers often set the tone for whether employees feel safe asking for help.
- **Normalize caregiving conversations**
Share stories and highlight resources in internal communications to reduce stigma and make support visible.
- **Centralize access to resources**
Create a single hub for all caregiving information — benefits, contacts, guides — so employees can quickly find what they need without added stress.

A manager's willingness to adjust a start time can mean the difference between an employee making a specialist appointment — or missing it for the third time.



Flexible work options are among the most requested accommodations by working caregivers in both the U.S. and Canada.^{1,3}



My advisor has been compassionate and caring throughout the process of navigating care for my mother-in-law. This service has helped me focus on work while figuring out the best options for our family.”

LifeSpeak member

ACTION STEP

Launch a Caregiver Champions program

Build a network of trained employees who share resources, answer questions, and provide peer support. It's a cost-effective way to strengthen community and increase benefit awareness.

Checklist: Where to Start Supporting Your Caregivers

Quick wins you can put in place today

- ✓ **Listen.** Ask employees about their caregiving challenges and needs.
- ✓ **Build flexibility in to the work day.** Make it easier for people to adjust schedules or work remotely when care needs arise.
- ✓ **Equip your managers.** Give them the tools to respond with empathy and offer practical solutions.
- ✓ **Make support visible.** Share stories, highlight resources, and normalize caregiving conversations.
- ✓ **Offer expert help and resources.** From bite sized videos, to care coordination and one-on-one advising, help employees get answers they can trust.
- ✓ **Keep it easy to find.** Create one place where employees can access all of your caregiving resources.
- ✓ **Track the impact.** Measure retention, engagement, and healthcare costs to show the value of support.



What's Next

Caregivers are in your workforce. Let's make sure they're supported.

LifeSpeak's Parenting & Caregiving wellness track gives employees the tools, expert support, and confidence they need to manage care responsibilities without losing focus at work. The result? A healthier, more engaged team, and stronger retention for your organization.

I am beyond thankful for this support. I am a single mom with no family to support me."

LifeSpeak member



Are you ready to support your caregivers with the tools to succeed at work and beyond?

Better support doesn't just improve wellbeing —it improves everything.

Book a coffee chat with us today!

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