



# Rethink Benefits EBPA Meeting

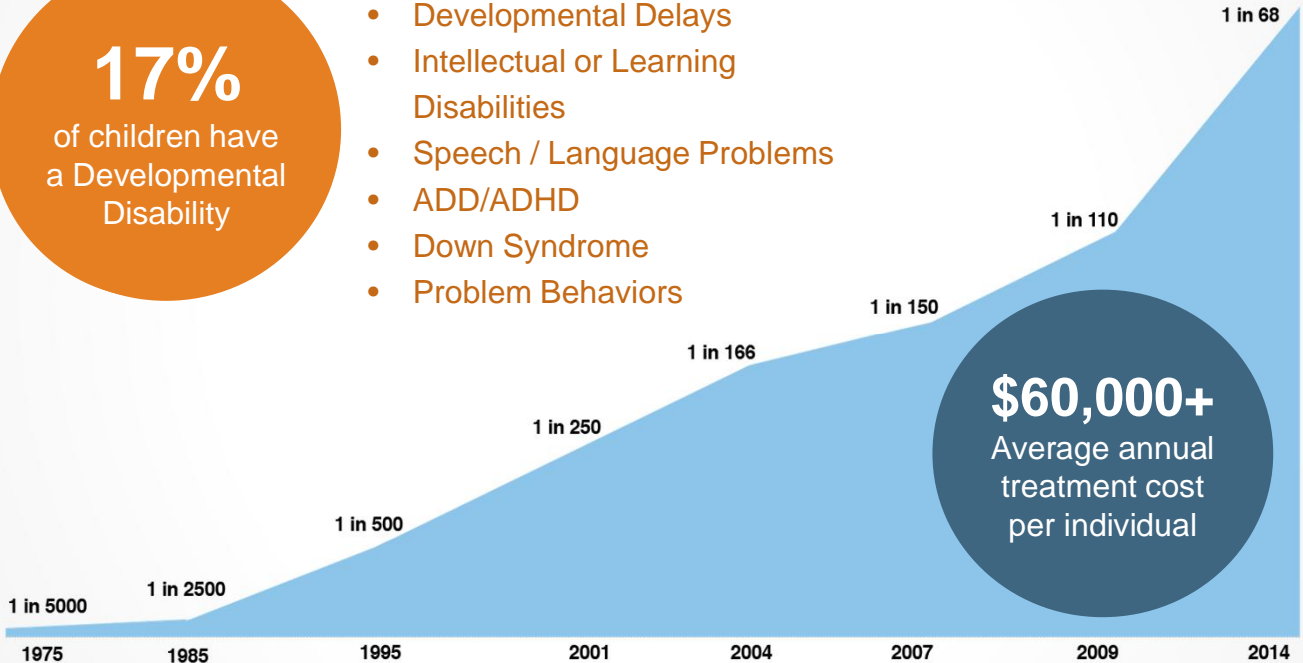
February 1<sup>st</sup>, 2018

# Global Explosion in Developmental Disabilities

**17%**

of children have  
a Developmental  
Disability

- Autism
- Developmental Delays
- Intellectual or Learning Disabilities
- Speech / Language Problems
- ADD/ADHD
- Down Syndrome
- Problem Behaviors



Source: CDC Data and Statistics, [www.cdc.gov](http://www.cdc.gov).

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# Severe Global Shortage of Therapists

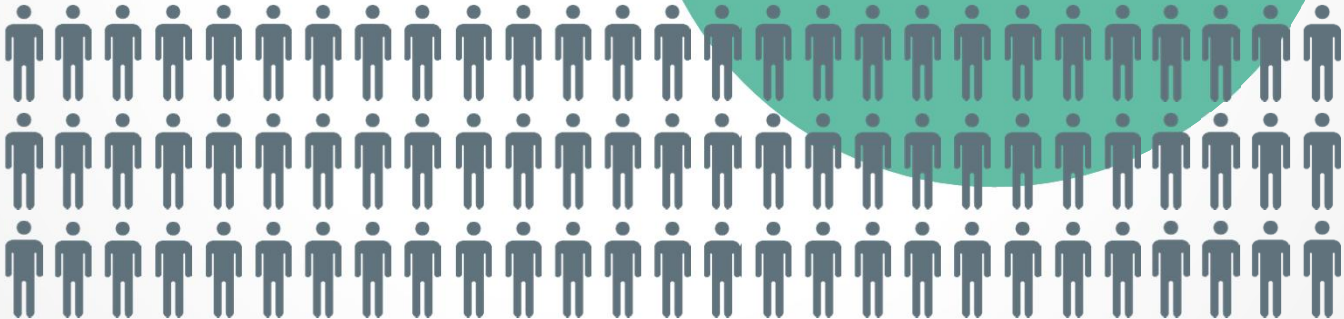


**1 Therapist  
for every 25,000  
children**


**18,000**  
Behavioral  
Therapists

**450M**

Children with a developmental  
disability (birth to age 21)



# Employee Challenges



What is the right treatment approach?

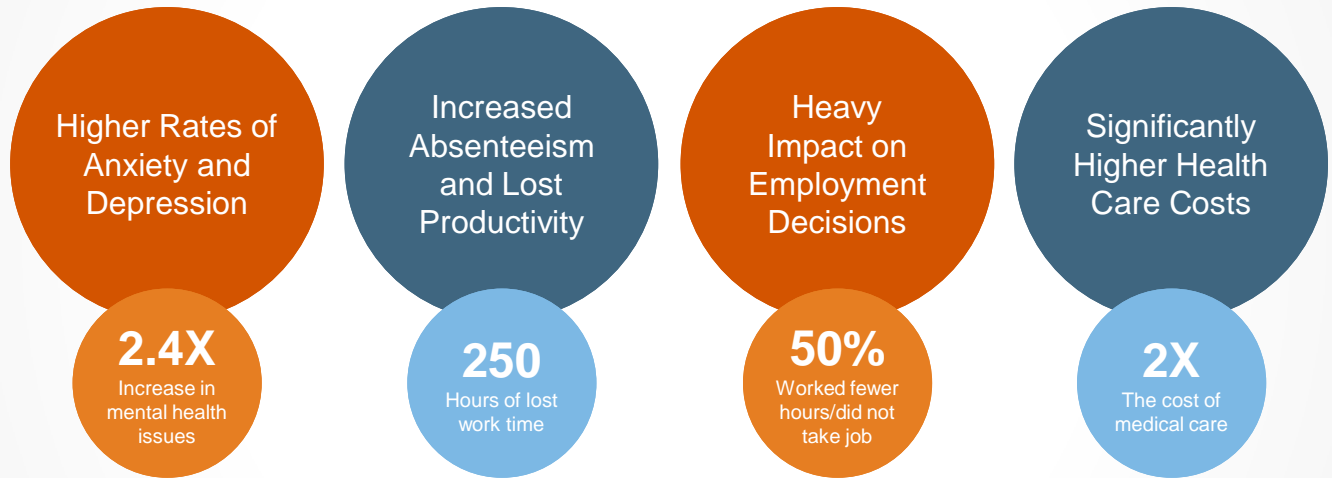
Who can help my child with a developmental disability?

How do I work with my child's school and caregivers?

Is there anything I can do now?

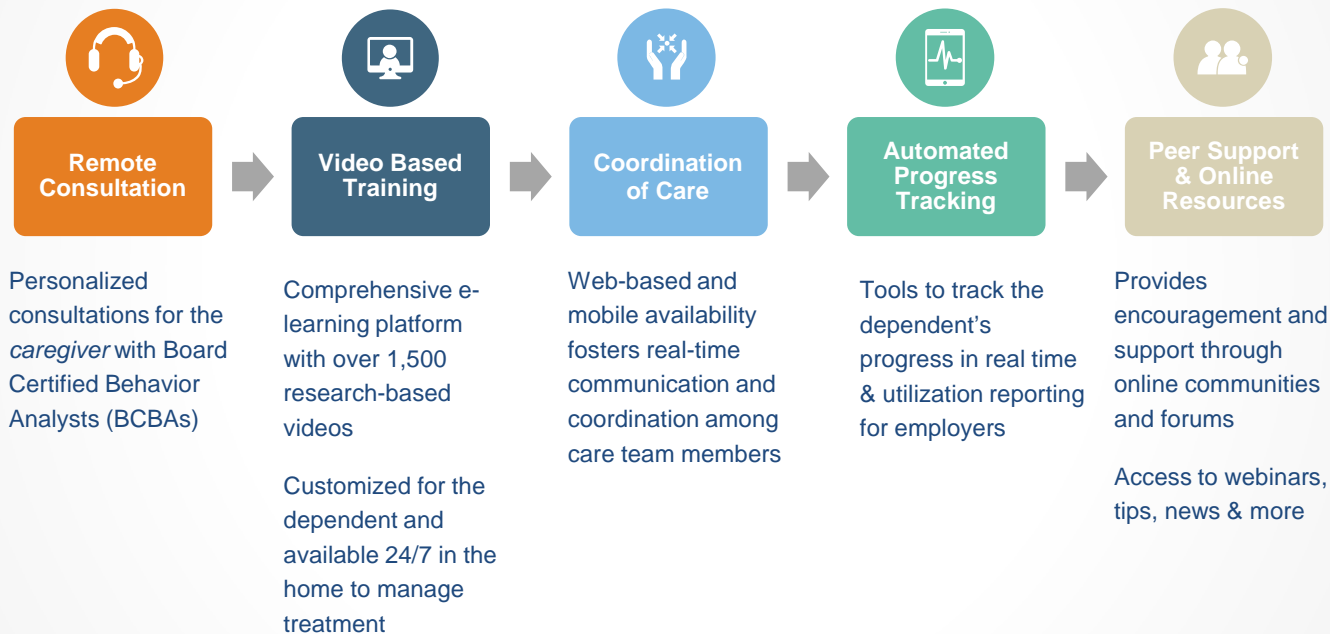
# Impact on Employees and Employers

Of caring for a child with a developmental disability:



# Industry First and Only Solution

Provides employees and their families with behavioral health e-learning tools and best practice clinical supports – all accessible online



# Rethink Fills Medical Plan Gaps and Helps Create a Culture of Wellness

Rethink supports employees where medical plan falls short



Oriented to Patient Only  
Critical Gaps in Plan



Patient Care + Critical Caregiver Supports  
Work | School | Family | Therapist

Medical Plan	Medical Plan + Rethink
Severely limited supply of therapists. Long wait times (6-18 months on average.)	Available pre-diagnosis (as medically recommended) as well as post-diagnosis online 24/7 with <i>no wait times</i> .
Only eligible for Autism diagnoses — 1 in 68.	Available for <b>all</b> developmental disabilities or <b>1 in 6</b> (Autism, ADD/ADHD, Down Syndrome, Learning Delays, etc.)
Age limitations for medical eligibility and not available for employees/dependents unenrolled in plan.	Available for <b>all</b> employee dependents regardless of age and/or medical plan eligibility.
Lack of caregiver training and supports.	Provides scalable caregiver training and supports.
Lack of supports for non-medical issues such as school system.	Provides supports for non-medical issues such as school system.

# Who We Are

Founded in 2007, Rethink is a leading global health technology company



Experienced team of clinicians and special educators with decades of experience



## Education

- School districts worldwide
- US Department of Defense for military base school system worldwide



## Employee Benefits

- Small to larger employers through benefits/health and wellness plans
- Benefits consultants, PEOs, TPAs



## Behavioral Health

- Public and private behavioral health providers
- Managed Care Organizations



# Business Case

## Proven Effectiveness of Parent Training vs. Education

- Parents with training see **60% reduction in problem behavior** vs. 35% for only education
- Rethink is the industry's only parent training platform

## High Employee Cost of Doing Nothing

- 2.4X increase in mental health issues
- 250 hours lost productivity
- 2X higher medical costs
- Lack of supports in home increases behavioral problems and safety issues
- Many employees feel stigma so won't self-identify

## Increases Care Quotient

- Sends clear message to entire employee population that their employer supports individuals with special needs
- Drives goodwill among both employees and customers

## Positions Company as "Employer of Choice"

- Offering a robust system of care for both employees AND their families positively impacts recruitment & retention
- Especially critical for caregivers of individuals with special needs

*"Any vendor can make the numbers work to prove some sort of ROI. At Costco, we are extremely selective with choosing our vendors and look deeper than ROI calculators to truly understand what services are going to provide the most impact to our Associates. Rethink was a no-brainer."*

# Employer of Choice - Home Depot



**95%**

Satisfied with  
Rethink  
program

## **Employee– Store 3489**

“One more reason I love working for this company...This is HUGE...I hear stories every day about the lack of proper support to those with developmental disabilities. Thank you Home Depot for providing the Rethink benefit, you can't imagine how much it's needed!!”

## **Employee– Store 4131**

“What a great company to work for. Thank you!”

## **Employee – Store 0689**

“Great to see a company taking care of its people.”

## **Employee – Store 1532**

“Home Depot is the most forward thinking & employee oriented company I've ever worked for. This is one more example of 'taking care of each other.' A special needs child has unique learning challenges and often times behavioral challenges that few parents are equipped to handle. Rethink provides an optimum environment, a support system and workable techniques so those parents can rest a little easier knowing there's a whole community of support at their fingertips. Home Depot – you're the best!”

# Employer Testimonials – Amazon & Costco

Steve Winter, Director Global Benefits



“To put it simply, parents/caregivers who have a child with a developmental disability are facing challenges that the traditional medical system cannot solve for. Rethink fills a gap by providing additional support that we want to offer to our employees.”

**Steve Winter, Director Global Benefits**



“I can't think of hardly any benefits we've ever added to our suite that got so much attention and so many letters to our president thanking him for bringing this on and what a difference it was going to make in their lives.”

**Donna Sexton, Director of Benefits**

# The Future of Rethink

## Current Platform

Web-based training tools and supports serving:

- Employees and their families caring for dependents with a developmental disability
- Educators & school district administrators
- Clinicians

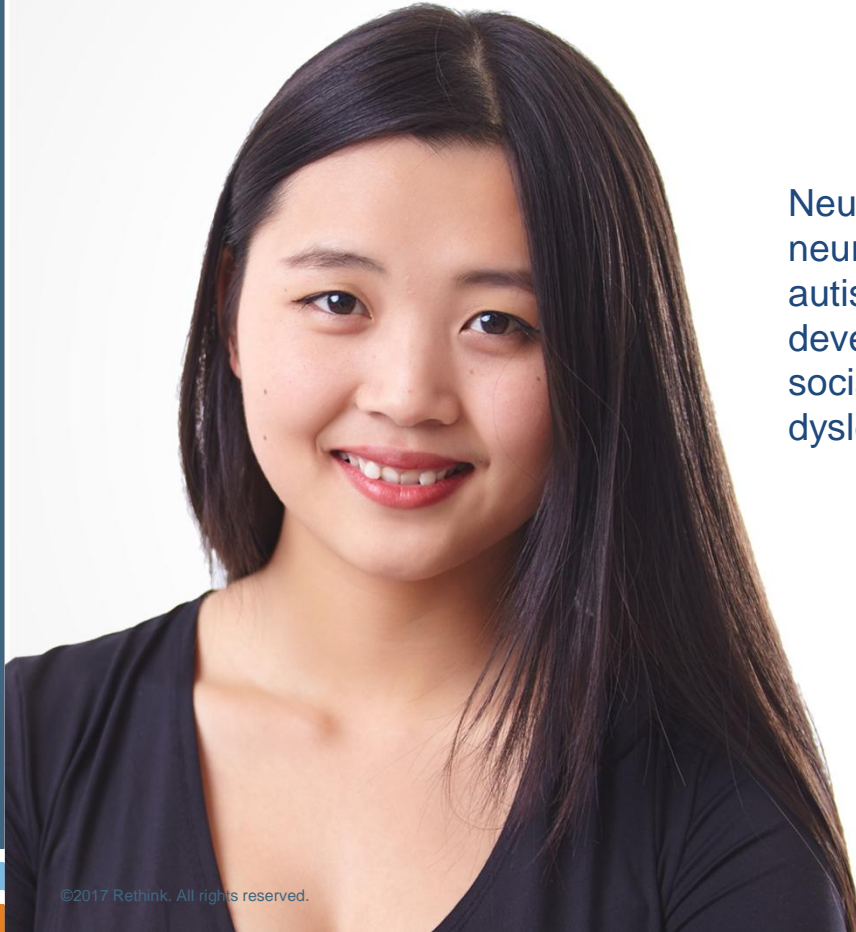
## Near-Term Roadmap

- Platform expansion to support individuals with a **Neurodiverse** condition in the workplace (recruitment/retention, interaction with colleagues, team dynamics, etc.)

## Long-Term Roadmap

- Robust clinical data analytics: help development of recommended treatment protocols and accurate prediction of outcomes
- Expansion to serve cognitive impairments due to brain injuries, dementia, strokes, etc.
- Expansion to multiple languages

# What is Neurodiversity?



Neurodiversity includes neurological conditions such as autism spectrum disorder, developmental delays, ADHD, social anxiety disorders, dyslexia, etc.

# Why is Neurodiversity Important?

A person with dark hair, wearing a dark jacket with a light blue hood, is sitting on a stone ledge. They are looking down at a laptop computer that is open on their lap. The background shows a city skyline at sunset or sunrise, with a warm orange and yellow glow in the sky. The person is in profile, facing left.

Organizations are familiar with the advantages gained from diversity in the backgrounds, disciplinary training, gender, culture and other individual qualities of employees.

Benefits from neurodiverse individuals are more direct: because neurodiverse individuals are wired differently from “neurotypical” people, they can bring new perspectives to a company’s efforts to create or recognize value.

# Current Market Situation



800,000

Estimated shortage of IT workers by 2020 in the EU.

Neurodiverse individuals bring strong skills and talents to markets that current have a shortage of workers. The neurodiverse population is as yet untapped talent pool with unemployment as high as 80%.

## Neurodiverse individuals excel in:

- Data analytics and IT services
- Pattern recognition
- Memory
- Mathematics

# The Case for Neurodiversity



## Productivity Gains

Up to 30% more productive.

(Results from Australia's Department of Human Services.)



## Quality Improvement

Superior results spotting patterns.

(Israeli Defense Forces Special Intelligent Unit)



## Boost Innovation

Access to more talent.

Diverse perspectives help companies solve problems and become more effective competitors.



## Increase Engagement

Reputational benefits as good corporate citizens.



## Join Leading Brands

Neurodiversity is embraced by leading brands such as; SAP, HP, Microsoft, Willis Towers Watson, and Ernst & Young.



# Challenges Hiring Neurodiverse Individuals



## **Interviewing is a weak point**

- Poor eye contact
  - Prone to conversational tangents
  - Overly honest about weaknesses
  - Confidence problems
- 
- Need to adjust individual work contexts and allow deviation from established practices
  - Difficult for managers at large companies to sift away from compliance through standardization
  - Need for managers to tailor individual work settings

# A Successful Neurodiversity Program

## Assessment Process

**Use non-interview assessment processes.**

SAP & HP use comfortable gatherings to allow candidates to demonstrate abilities in casual interactions.

## Experienced Teams

**Team with experienced organizations.**

Organizations experienced in working with neurodiverse individuals can help provide access to and ongoing training of the right candidates.

## Organization Training

**Train colleagues and managers in what to expect.**

Help neurotypical employees understand neurodiversity and the need to accommodate properly.

Manager training in supporting neurodiverse employees.

## Support System

**Establish a proper support system.**

Workplace supports for neurodiverse employees and managers.

Home supports for the employee's family.



# How Rethink Can Help

## E-Learning

Modules to train managers and neurotypical employees

- Understanding neurodiversity.
- Adopting a management style to help neurodiverse employees succeed.
- Improving and clarifying communication.
- Identifying and addressing issues before they escalate.

## Support

Clinical support system to help neurodiverse employees

- Remote consultation with trained clinicians for managers and neurotypical and neurodiverse employees and their families:
- Address challenges in real-time and provide strategies for success
- Reinforce work-place solutions at home

# Rethink Neurodiversity Inclusion Center



Web-based training is OS and hardware agnostic.

## E-Learning to improve awareness and job productivity for all employees.

Features, content and interface are designed for effective e-learning and flexible options for implementation.

### Engaging Video Modules

- Short and Easy (5-10 minutes)
- Focus on employee strengths and abilities
- Practical strategies
- Proactive

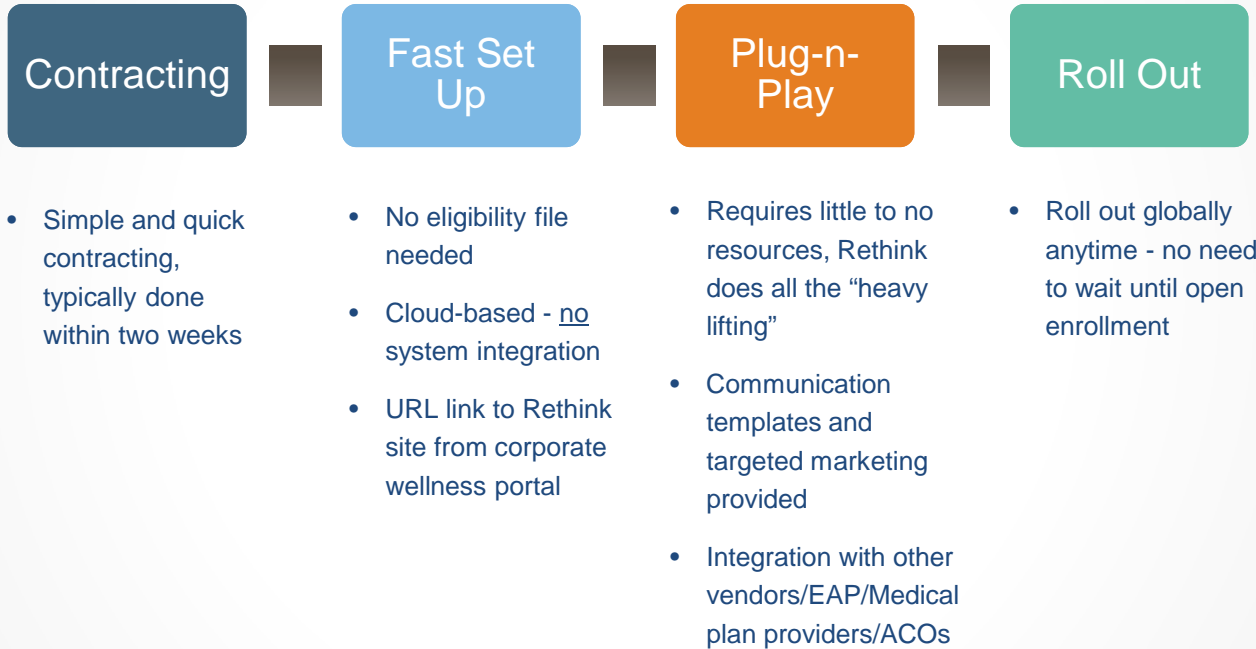


# Thank you.

Contact Mike Civello: [mike@rethinkbenefits.com](mailto:mike@rethinkbenefits.com) (646) 257-2929 x261

[www.RethinkBenefits.com](http://www.RethinkBenefits.com)

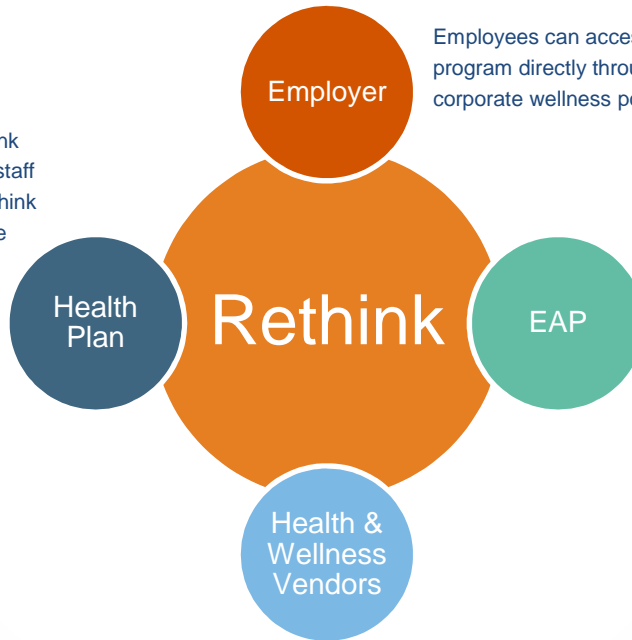
# Easy Implementation



# Easy Vendor Integration

Rethink interfaces with each possible employee touchpoint and complements existing benefits

Health plan refers employee to Rethink program. Rethink trains health plan staff on platform and referral process. Rethink refers employee to Health Plan where appropriate



Employees can access the Rethink program directly through employer's corporate wellness portal

EAP refers employee to Rethink program. Rethink trains EAP staff on platform and referral process. Rethink refers employee to EAP where appropriate



Health & Wellness vendor refers employee to Rethink program. Rethink trains staff on platform and referral process. Rethink refers employee to Health Advocacy org. where appropriate

# Cost Effective Benefit

## AFFORDABLE

Cost of Rethink Program for an entire organization is typically *less than* the annual cost of direct services for even a single child.

## PRICING\*

**\$0.334 PEPM**  
(Technology + 7 Hours Tele-Consultation Annually)

**\$0.584 PEPM**  
(Technology + 14 Hours Tele-Consultation Annually)

\* Mercer preferred pricing.