



A new way to support family caregivers: Trustmark + Cariloop®

Trustmark Voluntary Benefits

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Welcome!



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Founder & CEO
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A little housekeeping...

- When sending questions in the chat, select:
To: All panelists
All hosts
- We will be leaving time for Q&A at the end of the presentation
- All your mics will be muted
- You'll be automatically directed to a survey at the end - please give us your feedback!
- The webinar is being recorded and will be shared for on-demand consumption
- Slides will also be available for download



Today's topics

- How caregiving impacts employees and employers
- Why Trustmark is offering support through Cariloop
- Cariloop's company background and platform features
- How Cariloop complements Trustmark's long-term care benefits
- Details of the care support offering
- Key takeaways



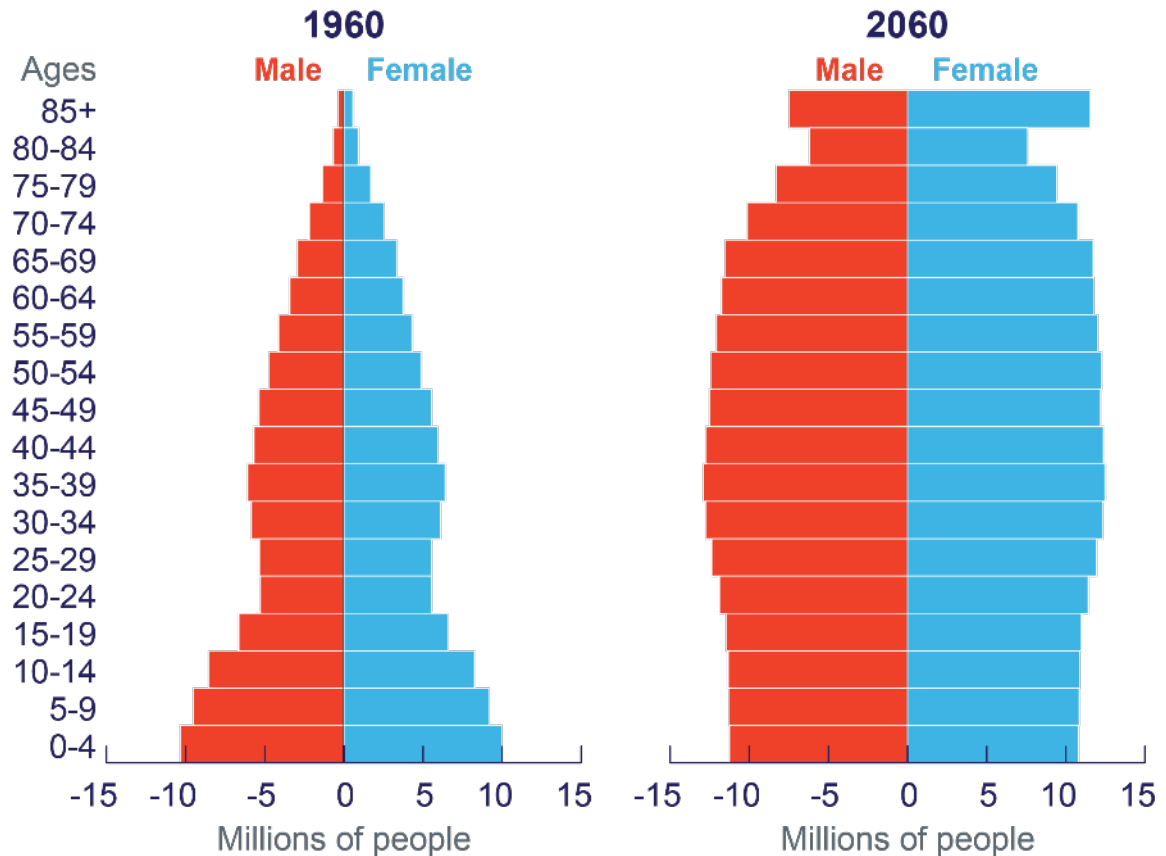
Who will support the elderly?

- Soon, there will be more people over the age of 65 than under the age of 18
- 11,000 Baby Boomers are turning 65 every day for the next decade - 70% will have a health event requiring Long-Term Care.^{1,2}

¹The Caring Company. Harvard Business School. How employers can help employees manage their caregiving responsibilities- while reducing costs and increasing productivity. 2018.

²AARP. What's it like to turn 65 in 2024? 2023.

From Pyramid to Pillar: A Century of Change Population of the United States



*Source: National Population Projections, 2017 www.census.gov/programs-surveys/popproj.html

Employees need care solutions

Monthly cost of care: National medians

\$6,483

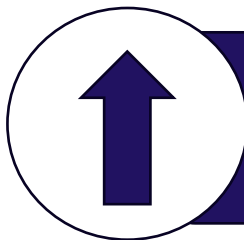
Home health aide

\$5,900

Assisted living

\$10,646

Nursing home –
Private room



These costs increased 3%, 10% and 9% respectively from the previous year (2023 – 2024).

Trustmark long-term care benefits help address the financial need...

What makes Trustmark different?

- Life + LTC solutions that maximize both LTC benefits and death benefit when it is most needed
- Only LTC solution in the market that pays for both professional caregiving or caregiving by a family member
- 2-for-1 solutions that allow the insured to collect both a LTC benefit and a death benefit for their family
- Products with locked in LTC rates and benefits that cannot be changed due to experience

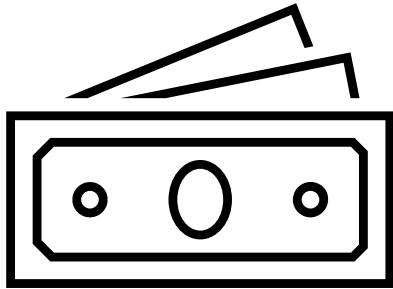


A man with brown hair and a beard, wearing a dark blue t-shirt and light blue jeans, is sitting on a wooden floor. He is surrounded by several large cardboard boxes, some of which are open. In front of him are various pieces of furniture, including wooden panels and metal brackets, suggesting he is in the process of assembling or moving items. He has a distressed expression, with his hands pressed against his temples. The background shows a modern kitchen with white cabinets and a dark countertop.

**Managing long-term care:
Some assembly required**

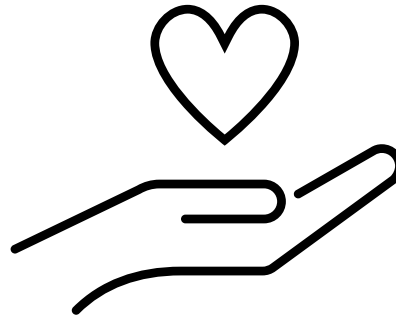
How can we provide a more comprehensive care solution?

What the insurance industry does well

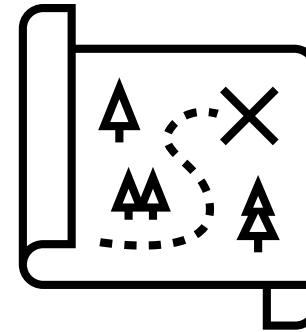


Financial support for long-term care

Where we can improve



Support for employee caregivers



Guidance on navigating long-term care

Why Trustmark is offering Cariloop

Cariloop's core values match Trustmark's

- Innovation driven by empathy and understanding
- Building relationships through trust

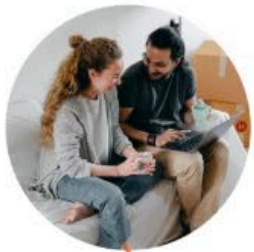


Cariloop company background

- Founded in 2012, based in Dallas, TX
- Serving ~170 corporate customers and >1.7 million eligible employees
- 2024 Customer NPS = 92
- 2024 Member NPS = 70
- Cariloop is a Public Benefit Corporation and Certified B Corp



Who are caregivers?



Parents
To-Be



Parents of
Young Children



Parents of
Young Adults



Friends, parents and
partners navigating and
supporting LGBTQ+
journeys



People caring for
adults with a
long-term illness or
disability



Friends and family
Supporting mental health
and wellness journeys for
children, young adults,
adults and veterans



Children,
neighbors and
friends caring
for the elderly

73% of employees
are caregivers*¹

*More than 54 million employees in U.S.

\$35B

The amount of money employers
lose each year from failing to
attract, support and retain workers
with caregiving responsibilities²

¹Harvard Business Review. Your Employees are also caregivers. Here's how to support them. 2024.

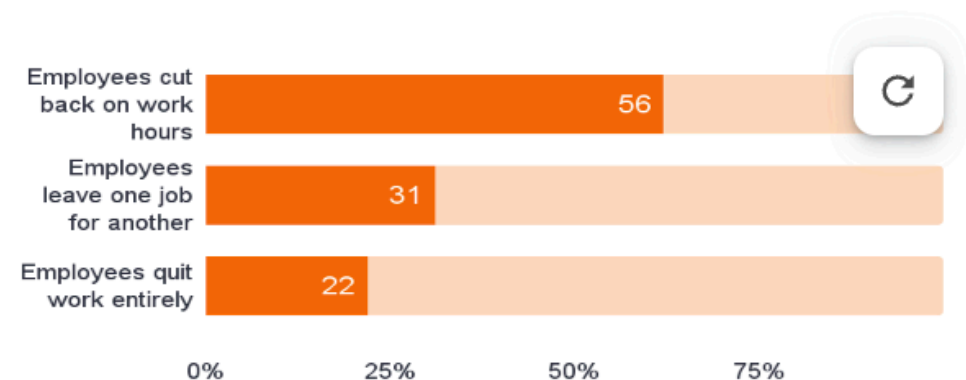
²Harvard Business Review. Supporting Employee Caregivers Starts with Better Data. 2022.

Caregiving is costly, but not supporting caregivers is even worse

- **24+** hours per week are spent on caregiving responsibilities¹
- **70%** of caregivers fear they'll have to leave the workforce to support loved ones²
- **53%** of caregivers went in late, left early or took time off³
- **26%** of personal income is spent on caregiving⁴

Caregiving is costing employers over \$50 billion annually.

That's an estimated \$3,200 per employee.



Voya. For the Benefit of All. 2024.

¹AARP Caregiving in the US 2020 Report. 2020.

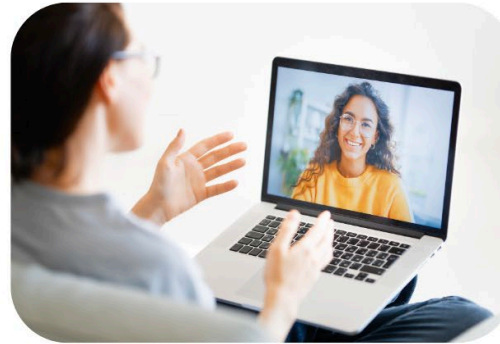
²EBN. 70% of caregivers fear they'll have to leave the workforce to support loved ones. 2022.

³Rosalynn Carter Institute for Caregivers. Invisible Overtime: What employers need to know about caregivers. 2022

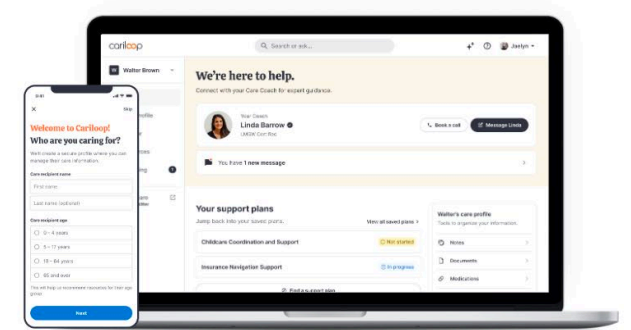
⁴AARP. Caregiving can be costly – even financially. 2021.

Care Coaching

Cariloop's Caregiver Support Platform provides professional coaching and tools needed to navigate all the complexities of caring for loved ones.



Professional Coaching



Access caregiving support through community channels, a resource library with self-service tools, and personalized guidance from Cariloop coaches.



Care Coaching

Cariloop Care Coaches help employees navigate healthcare systems, demystify insurance benefits and find resources for their own unique caregiving needs or for any adult they consider family.

- Assisted living/Nursing homes
- Home health
- Hospice/Palliative care
- Memory care
- Alzheimer's/Parkinson's
- Navigating chronic illness
- Finding doctors or specialists
- Neurodiversity
- Advanced directives
- Living wills
- Medicare/Medicaid
- VA benefits
- Transportation
- Difficult conversations
- Medication management
- Caregiver mental wellness

Trustmark + Cariloop

Offer details

- Effective on all new Trustmark Universal Life, Trustmark Universal LifeEvents®, and Trustmark Life + Care® cases starting March 1, 2025, and beyond
- Includes 24/7 digital access for adult/elder care services and 1 month of coaching/year
 - Access to licensed Care Coaches to help guide care decisions
- Discounted Cariloop rates available for broker partners/Trustmark customers interested in offering Cariloop on an employer-paid basis



Final thoughts

Trustmark & Cariloop are here to help you deliver a complete care solution

- Stand out to your clients
 - Go beyond helping protect employees from the financial challenges of long-term care
 - Cariloop helps fill in the gaps with care resources and support that policyholders and their families can use today





We're opening the floor – send your questions in the chat!



THANK YOU

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The Trustmark Life + Care Chronic Care benefit is an acceleration of the death benefit and is not Long-Term Care insurance. The Trustmark Life + Care Long-Term Care benefit is an acceleration of the death benefit and is intended to be qualified Long-Term Care insurance under Section 7702B(b) of the Internal Revenue Code. The Universal Life/LifeEvents Long-Term Care benefit is an acceleration of the death benefit and is not Long-Term Care insurance.