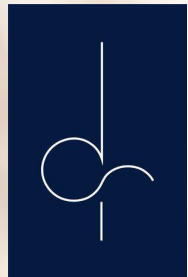


# CaLM

*Care and Living with Mercer*



DR Care  
Solutions





## Mercer announces **CaLM**, a significant new B2B market segment for retirement living and aged care customers

## New customer channel

*Targeting millions of employee and super members with concierge aged care guidance*

BY CHRIS BAYNES

**T**he Australian arm of the global consulting and professional services firm Mercer, has created a world first employee benefit service titled Care & Living with Mercer (CaLM).

Two years in development, it is a concierge service for employees to take the time and 'hassle' out of finding retirement and aged care services for either themselves or their family.

At launch it has over 50,000 employees linked to the service, with ambitions of one million within 12 months.

Mercer is a major provider of administration and back office support for major Australian corporations and superannuation funds.

**Ramsay Health Care, IBM and Commonwealth Superannuation Corporation have partnered with Mercer to co-create the service.**

### Guiding through the ageing journey

CaLM offers an employee or super fund member password access to its portal where it offers three levels of service:

1. **Educational material** to help employees understand the basics of ageing care and retirement living, so they can support their elderly loved one's plan and find the best care to live the life they want.
2. **An online roadmap** personalised to their situation and journey, explaining what to do, where to start, and options to consider. The roadmap includes prioritised steps, information and actionable tasks.
3. **A premium Care Concierge service.**

*Pictured L-R*  
David Bryant, President, Pacific Region and CEO, Mercer Australia  
Georgina Lee, Product & Operations Leader, CaLM, Mercer Australia  
Will Burkitt, Leader of Retirement Innovation and CaLM, Mercer Australia

**Unplanned leave & loss of productivity**

- An employee will typically take **190 hours off work (5 weeks)** to search and put in place appropriate care solutions for each loved one
- **84%** use own sick or annual leave to provide care
- Family/carers responsibility is the **#2 reason for short-term absences\***

**Loss of talent, reduced workforce participation**

- Caregiving disproportionately affects a company's **most experienced, highest paid workers**
- **1 in 3** of carers **leave for another job** and **1 in 5** **quit** work entirely to better manage their responsibilities
- **150%** of annual salary: cost of replacing a valued employee\*\*

**Why care support matters for the employer**

Source: VoyaCares – online survey 2/12/2018 and 14/1/2019

\* DHS' 2017 Absence Management and Wellbeing survey report

\*\* Brandon Rigoni and Bailey Nelson, Many Millennials Are Job Hoppers But Not All, All,\* Gallup, 8/9/16

Mercer contracted the educational material from [agedcare101.com.au](http://agedcare101.com.au) (owned and operated by The DCM Group, the parent of SATURDAY).



Roadmaps and concierge services were mapped by Danielle Robertson of DR Care Solutions and Antonia Norris, General manager at The DCM Group (parent of SATURDAY and the SOURCE).



**The one-stop service emphasises that its personalised roadmaps provide a clear action plan.**

Users that need additional support can also access the personalised care

concierge service delivered by experienced aged care and health care professionals.

Mercer owns the workplace rehabilitation and employee support services company Recovre plus a 700-person call centre, which provides the infrastructure to scale the CaLM service.

The employer pays for the CaLM service access, while the employee will be required to pay for increasing levels of person-to-person support.

Will Burkitt, Mercer's Leader of Retirement Innovation and CaLM, said Australia's ageing care industry is complex and challenging to navigate.

"From our extensive consultation with our clients and key industry experts, it's clear that caregiving support – particularly for employees with ageing family members – must become a core component of employee benefits programs and workplace wellbeing."

"Navigating the system and finding a trusted source of reliable, accessible, and independent information is proving more difficult than it should be. Australia needs to be innovative in how it supports people as our society rapidly ages."

**KEY FEATURES**

- **Personalised roadmaps to guide DIY approach to navigating the care system**
- **Information library about the different types of care and living arrangements**
- **Access to Care Concierge**
- **Access to Contact Centre**

**KEY BENEFITS**

- **Simplifies the process of finding care and living arrangements**
- **Helps users understand the different options available and what steps to take**
- **User friendly web design and enhanced accessibility**



## Why care support matters to the employee

Source: VoyaCares – Findings of an online survey of 510 US HR Decision Makers respondents and 1,815 employee respondents during the period of 2/12/2018 and 14/1/2019

David Bryant, Mercer's President, Pacific Region and CEO, Australia, said Care & Living with Mercer was a natural extension of the firm's current services.

"Care & Living with Mercer complements our history and expertise in building healthy and thriving workforces, and supporting Australians' financial wellbeing into retirement. We're uniquely placed to enable Australians to better navigate their retirement journey and live well in their later years," he said.

### CaLM will build a new B2B market segment and lead generation

For the retirement living and aged care sector, CaLM represents the maturing of the consumer channels to suppliers.

The combination of trust in both the employer and Mercer, and the independence of CaLM in educating and introducing participants to individual retirement living and care services, will be a powerful lead introduction.

The Mercer Call Centre and Concierge service will be utilising the agedcare101.com.au directory of villages, land lease communities, home care and residential care homes as its reference base.

### Positioned for growth

CaLM is targeting the world market. Clients like Ramsay Health Care with 23,000 employees across the globe, will provide the international springboard, along with Mercer's own network.

Internationally, Mercer has approximately 25,000 employees based in 43 countries and the firm operates in 130 countries. Mercer is a business of Marsh McLennan (NYSE: MMC), the world's leading professional services firm in the areas of risk, strategy and people, with annual revenue of over \$17 billion. **SATURDAY**





# DR Care Solutions

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