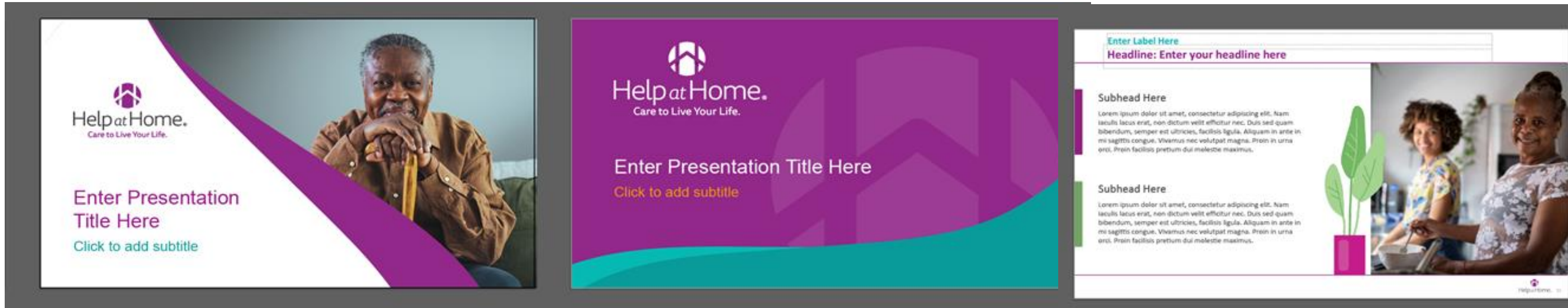
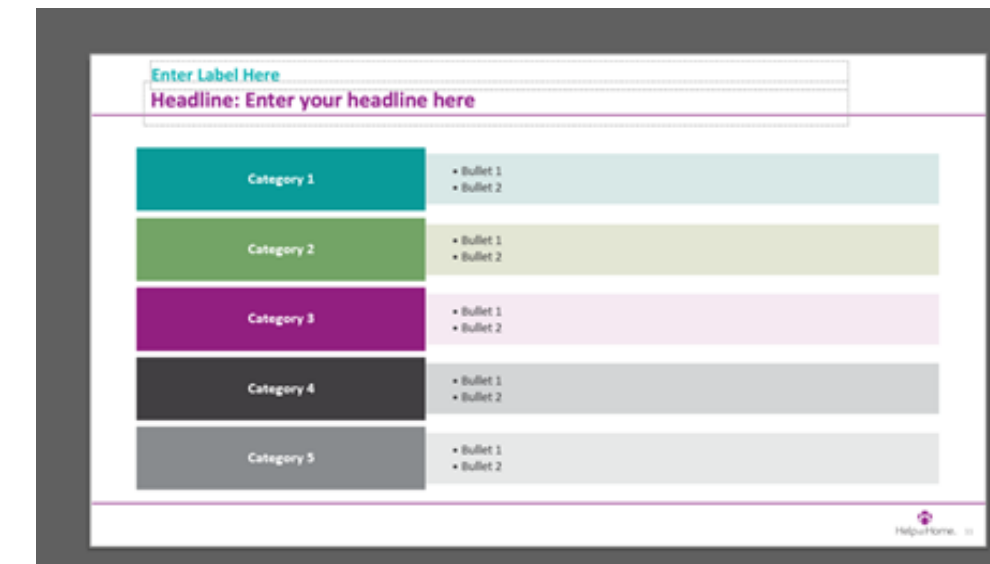


# Help at Home Brand Refresh | New Brand Launch 2023

2023 Brand



New more innovative color palette



Differentiated positioning from competition in creative includes:

- Mixed in the addition of photography to support the existing illustrations with portrait style – to focus on emotional elements (vs. 90s' home care branding with senior hands helping hands imagery of competitors.)

2021 color palette (old school lime green)



2021 Brand



1

2

3

# Resources

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<p>through data ensures the client is happy and that means they will most likely stay with us longer."</p> <p>Marek Bako VP of Business Intelligence</p> <p>In a data-rich world, Help at Home converts data to action</p> <p>Read more &gt;</p>	<p>Sarah Anderson VP of Recruiting and Employer Experience</p> <p>Focusing on the Applicant Experience is Secret to Success</p> <p>Read more &gt;</p>	<p>"I know AI can seem scary to many people. It's a big change."</p> <p>Carole Hodsdon Chief Information Officer</p> <p>In-home caregiving is personal and hands on – but technology and artificial intelligence can still drive innovation</p> <p>Read more &gt;</p>
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# Help at Home Brand Refresh | Thought Leader Content

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## Help at Home Sustainability/ESG


As one of the largest employers of home care workers in the country, we're committed to making Home and Community-Based Services (HCBS) equitable and accessible for vulnerable populations in need of care.

We're transforming care that impacts individual lives. That transformation impacts caregivers, clients, communities and the healthcare ecosystem. Our commitment to **Environmental, Social and Governance (ESG)** focuses on taking actions that not only improve satisfaction and quality of care outcomes, but also redefines what's possible when people—and the clients they serve in their communities—are the focus of our organization.




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### Environmental Impact

We're committed to continually improving the environmental sustainability of our operations and business activities and are focused on the future well-being of the world around us. By the very nature of our service-based caregiving operations in the home, we have substantially lighter impact to the environment than most companies. With a heavy remote-based administrative workforce, our business model also allows for a fairly small carbon footprint on the environment. Additionally, we intentionally make operational decisions based on the most efficient and effective branch office locations, which in turn match our caregivers with clients whose homes are as close in proximity as possible to reduce travel time for our caregivers.




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## Diversity & Inclusion

At Help at Home, we believe that Diversity & Inclusion are essential pillars in our mission to enable individuals to have Great Days with independence and dignity at home.

At Help at Home, we are talented, diverse and foster an inclusive culture where all our clients and employees can feel a sense of belonging. We reflect the beauty of our employees and clients' differences through intentional, thoughtful and respectful actions. We hold ourselves and our external partners accountable to this commitment.


We believe that by valuing diversity and promoting equity, we empower individuals to lead lives of independence and dignity. Together, we strive to make every day a Great Day for everyone we serve.



### Our Focus

Workforce	Percentage of female representation among our workforce	85%
	Percentage of racial/ethnic minority representation among our workforce	64%
Community	Number of clients	66,000+
	Number of branches	180
	Hours in the home per year	~71.55M
	Number of states Help at Home provides service	11

### Our Commitment to Creating a Sense of Belonging



- Provide language access 24/7 support to bridge the linguistic gap for our employees and clients who are limited English proficient and/or Deaf or Hard of Hearing to ensure their sense of belonging
- Focus on health equity through [Care Coordination](#)
- Partner with [Help at Home Community Foundation](#) to support the community with unexpected hardship, education and community outreach needs
- Create and maintain a diversity and inclusion calendar consisting of all holidays that are relevant to our workforce so they feel a sense of inclusion and belonging
- Ongoing commitment to [Environment, Social and Governance \(ESG\)](#)