



Building a Neuroinclusive Global Workforce

Supporting Neurodivergent Employees and Families





RethinkFirst

Built on science. Trusted by global leaders. Proven to deliver impact.



RethinkCare



RethinkEd



RethinkBH



RethinkFutures™

Who We Are

- Founded in 2007 to deliver scalable autism and caregiver support
- Now serving employers, educators, providers, and payors
- Guided by a Scientific Advisory Board in neurodivergence

Our Reach & Scale

- Trusted by 30+ F100 companies (AmEx, MetLife, BlackRock, Allstate, Northwestern Mutual)
- Serving 190+ countries
- 50K+ training assets | 20M+ data sets/year
- Client Advisory Board of F100 executives

Our Proven Impact

- 83% report reduced stress or anxiety
- 79% see improvement in child behavior/skills
- 92% feel better about their company for offering RethinkCare
- Post Consultation NPS: 93



RethinkCare

What's New & What's Next

Expanding Access, Enhancing Experience, Deepening Impact



Real-time global support with lived experience, not just translation

- Now serving 190+ countries with bilingual staff and access to 180+ languages
- New hires with BCBA credentials and multilingual capability to increase access and equity



Content Expansion to Meet Emerging Needs

- New executive functioning modules tailored for both adults and teens
- Addressing languishing, loneliness, and mental fatigue—growing concerns in hybrid and high-stress environments
- Teens & transition to adulthood: Developmental support for independence and goal-setting



Smarter Navigation & Personalization

- Semantic search to surface more relevant, intuitive results
- Care paths: Personalized journeys by role (e.g., manager, parent, employee) and need



System Integration & Pricing Innovation

- Eligibility file integration to automate access and drive utilization
- New value-based pricing model aligned with outcomes, not just usage

The Shift is Happening Now

Neurodivergence is a Rising, Undisclosed Population with Untapped Potential

The Need is Growing, The Stigma is Still There

25%

1 in 5 individuals
are neurodivergent

53%

of Gen Z identify
as neurodivergent

79%

of employees (and 56%
of parents) never disclose
their neurodivergence

Why Traditional Support Falls Short

- The current support pathways (EAPs and health plans) treat neurodiversity as a medical problem to be solved and don't address real-world needs of neurodivergent employees or caregivers
- Managers feel unequipped to support diverse thinking styles
- Most programs ignore executive function, a driver of workplace stress and underperformance
- Access is a barrier: few qualified clinicians, extended wait times, and a global shortage

The Cost of Doing Nothing

Why Employers Can't Afford to Ignore Neurodivergent Employees and Caregivers

If You Do Nothing

Lost Productivity

66% of neurodivergent employees report feeling unsupported at work—directly impacting their performance.

Rising Attrition

39% of neurodivergent employees plan to leave in the next year and 74% cite poor manager and peer interactions as their reason

Escalating Costs

Employees are 2-3x more likely to experience mental health challenges if they or their child is neurodivergent

If You Take Action

30% Increased Productivity

Neurodivergent employees and working parents are more focused, engaged, and effective with the right support

20-30% higher retention

Inclusive support boosts resilience, stability, and increases retention.

1:1.5+ Claims Savings

Preventive care decreases overreliance on costly medical crises, Rx spend, mental and behavioral health claims, and disability

Why EAPs and Medical Solutions Fall Short

Today JPMorganChase's neurodivergent employees and caregivers are turning to your EAP, only to find generalized support that can't meet the complexity of their needs.

They're facing executive function challenges, sensory overload, and caregiver burnout — issues that demand specialized expertise, not generic help.

The Opportunity with RethinkCare + JPMC

- **Bring in Specialist Support:** Leverage RethinkCare's 18 years of clinical expertise in neurodivergence to deliver targeted, effective care.
- **Unify Globally:** Offer equitable, consistent support for all employees—no matter their location.
- **Simplify Access:** Use our Optum partnership for frictionless contracting and seamless employee experience.

RethinkCare's Whole-Life Approach

Tailored Neurodivergent Support Without Diagnosis Barriers

RethinkCare delivers real-world support for employees and families navigating neurodivergent needs through expert-led digital training and 1:1 coaching, with no diagnosis or disclosure required.

- 325+ expert-backed minicourses and 9,000 sessions, tips and resources on behavior, parenting, and executive function
- 1:1 virtual coaching sessions with BCBA specialists specializing in neurodivergent care, available across time zones
- Integrated with Optum for seamless access, contracting, and referrals
- Available in 190+ countries with culturally tailored support

The screenshot displays two main sections of the RethinkCare website. On the left, a coaching session interface shows a list of coaches on the left and a detailed profile of Aishwarya Garg, M.A., BCBA, on the right. Her profile includes her photo, title, and a 'Schedule a Call' button. On the right, a course titled 'Understanding Neurodiversity' by Louis Cheney is shown. The course page includes a thumbnail of the instructor, a brief description, and a table of contents with various video sessions and their durations.

Closing the Gaps At Work, and At Home

One Platform, Multiple Paths

Who We Support

Caregivers of neurodivergent children,

including those managing high-cost clinical conditions like Autism Spectrum Disorder (ASD)

Neurodivergent individuals

navigating executive function, sensory, and focus challenges

Managers and peers

seeking tools to foster neuro-inclusive teams

Our Approach: Neurodiversity Care Pathways

1.

Scalable Care for High-Cost Clinical Cases

- Early ID pre- and post-diagnosis with proactive onboarding
- Structured journeys, expert coaching, and navigation support
- Reduces claims by bridging gaps across benefits and care systems

2.

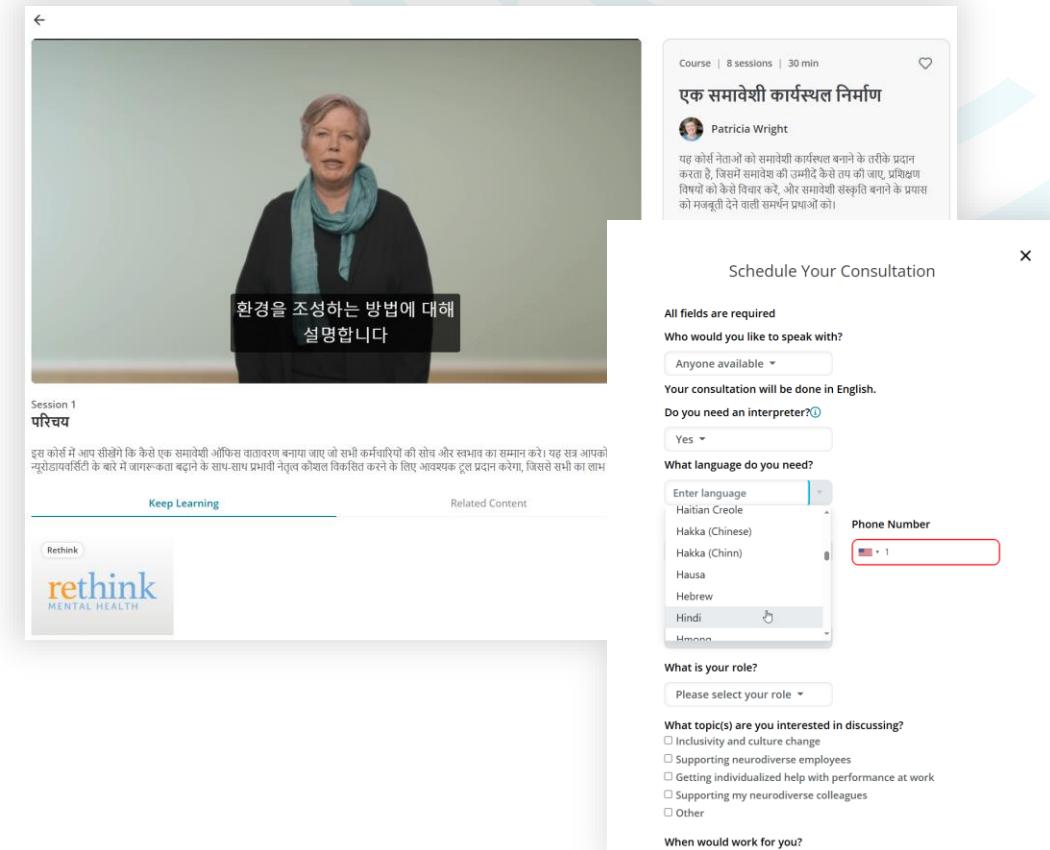
Care for the Underserved Majority

- Reaches those missed by traditional care models
- Self-guided training and expert coaching
- Boosts daily function, prevents crisis, improves retention

RethinkCare Offers Global Access and Local Relevance

RethinkCare delivers equitable, culturally responsive support to employees and families worldwide, wherever they are, in the language they prefer.

- Serving **190+ countries** through a localized platform, materials, and communications in 100+ languages
- **Bilingual BCBA**s available in English, French, Spanish, German, Mandarin, Somali, Portuguese, Japanese, Hindi, Urdu, and Gujarati
- Live **BCBA interpretation** in 180+ languages available
- Faster access to expert support: Appointments with Board Certified Behavior Analysts typically available **within 48 hours**
- **Culturally respectful** care: 99% say their BCBA was respectful of their cultural background and beliefs



How Google Scaled Executive Function Support, Without Requiring Disclosure

Google's prior approach required self-disclosure, limiting use to 100 employees.

They turned to **RethinkCare** for inclusive, executive function support, no disclosure needed.

High Engagement Signals Unmet Need

- 1,400+ employees engaged in first 90 days
Proof of unmet demand for executive function support, no disclosure required
- 93% of BCBA consultations addressed executive function

Real Impact on Employee Performance

- 80% of users saw stable or improved job performance within 30 days
- Estimated 16,000 hours of productivity gained equivalent to \$1M+ in business value

Managers Driving Culture Change

- 75% of managers improved neurodiversity awareness within 30 days
- 1 in 10 consultations were with managers or allies, showing proactive support for a neuro-inclusive workplace



Working with RethinkCare coach for the past seven months has been a **truly transformative experience**... I was in a difficult place, grappling with burnout, immense stress, and seriously considering leaving my job...



...feedback was consistently valuable and actionable...
Thanks to coaching, I'm now productive and genuinely happy within my team. Incredibly grateful for the **Rethink program** and the expertise and dedication of my coach...!"



RethinkCare

Our Value Model

RethinkCare Powers Cost Savings and Workforce Gains

For every dollar invested, employers can expect \$1.50 to \$3.00 in return

What Drives the Return?		
Hard Cost Savings	Soft Cost Savings	Engagement Drivers
ER Avoidance	Productivity gains	Open Enrollment
Claims reduction	Employee retention	Intranet, emails, manager comms
Navigation savings	Absenteeism reduction	Targeted outreach to best-fit individuals

How We Deliver and Measure Value Step by Step

- Identify and activate the employees most likely to benefit
- Deliver clinically informed tools when they're needed most
- Link engagement to measurable outcomes
- Track effectiveness through pre- and post-assessments across digital training and 1:1 coaching

Solution Pricing for a Global Population

Simple per employee per month fee

\$0.46

per employee per month (PEPM)

Covers **full web & mobile platform access** globally

Includes exclusive **56%** discount
(standalone solutions priced at \$0.58 PEPM each)

3 year contract term, fee subject to 5% annual increase, pricing valid for 90 days

All-Inclusive Features

- Simple contracting via Optum; ability to support globally
- Implementation & Strategy
- On-Demand Training & Self-Guided Resources (9,000+ tips, sessions, and resources)
- 1:1 Coaching Sessions with Board Certified Behavior Analysts (24/7 access in 180+ languages)
- Live & On-Demand Webinars and Training
- Care Team Access (includes spouses, dependents)
- Dedicated Client Success Management (ongoing strategy, communications, training, and reporting)
- No eligibility file, tech builds, or claims integrations required

Solution Pricing for a Global Population

Simple case rate

\$882

case rate per enrolled employee (2,217 projected for Year 1)

Covers **full web & mobile platform access** globally

\$100,000

Implementation & Platform Access Fee

3 year contract term, fee subject to 5% annual increase, pricing valid for 90 days

All-Inclusive Features

- Simple contracting via Optum; ability to support globally
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Thank you



Outcome Story: Higher Productivity and Retention

A Neurodivergent Engineer Finds His Edge

Alex Nguyen, a senior technical engineer in JPMC's London office, thrives on structure—but he's been struggling with focus, sensory overload, and self-doubt. High-pressure meetings and a noisy open office leave him drained and uncertain about his future. His challenges likely stem from undiagnosed neurodivergent traits.

One evening, Alex discovers RethinkCare through the company intranet. Without needing to disclose anything, he starts using self-guided tools focused on executive function and sensory regulation. Weeks later, he connects with a Board-Certified Behavior Analyst for targeted coaching to fine-tune his strategies and build sustainable routines.

The results:

- Reduced overwhelm and improved focus
- More confident contributions in meetings
- Recognized by leadership and promoted to lead engineer
- No disclosure or formal accommodations needed



Outcomes driven by early, personalized care:

- Higher productivity
- Stronger retention
- No need for accommodations

Outcome Story: Reduced Claims and Burnout

A Working Parent Navigates Autism Support

Sarah, a project manager at JPMC and single mother to 8-year-old Lucas, is stretched thin. She's juggling deadlines, parenting, and growing concerns about her son's behavior at school. After a stress-induced ER visit, she doesn't know where to turn.

That visit triggers a referral through the Optum EAP to RethinkCare. Within days, Sarah is connected to a Board-Certified Behavior Analyst who helps her understand Lucas's autism diagnosis, build daily structure, and manage her own stress and executive function.

The results:

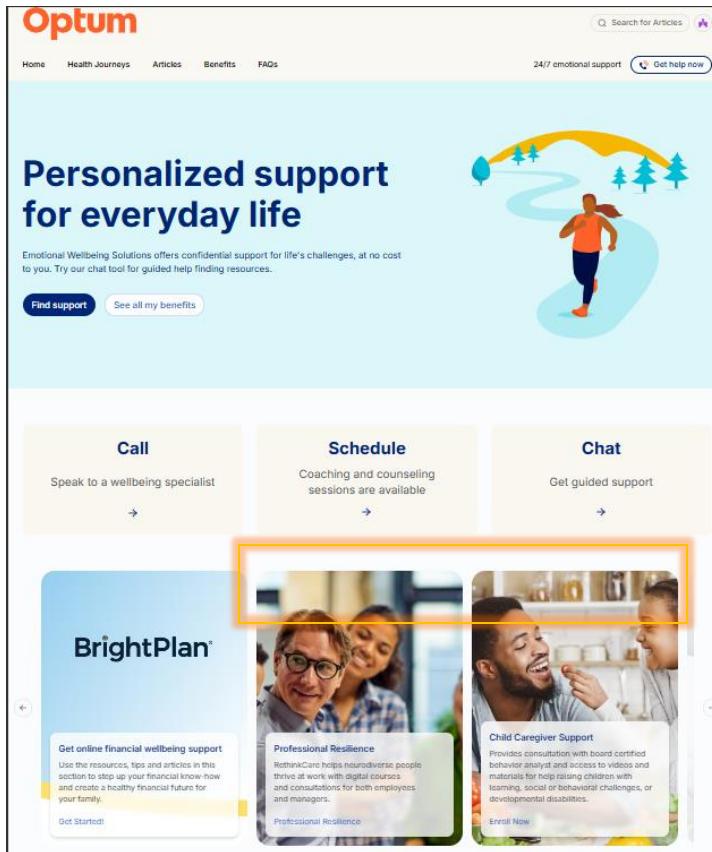
- No more ER visits
- Fewer school meltdowns
- Improved structure and stability
- Sarah feels confident, productive, and able to stay in her role



Outcomes of early, personalized care:

- Lower healthcare claims
- Higher productivity
- Retained talent
- Less stress, better wellbeing
- Better childhood outcomes
- Reduced absenteeism

Optum EWS Support Finder Integration



- **Seamless Integration:** RethinkCare is embedded in Optum's digital and telephonic navigation (Support Finder, chat), offering a streamlined, whole-health experience.
- **Thoughtful Guidance:** Referrals to RethinkCare from EWS specialists as well as through trusted partners and communications across the Optum ecosystem.
- **Bundled Pricing:** Predictable, cost-effective case rate bundles simplify implementation and expand access.
- **Global Reach:** Consistent, clinically proven support for JPMC employees and families across all geographies.
- **Holistic Wellbeing:** Neurodiversity care is integrated with EWS offerings like Calm, financial tools, and emotional support for a complete wellbeing experience.
- **Competitive Edge:** Optum and RethinkCare deliver a unified, lower-friction solution—unlike fragmented offerings from standalone vendors.
- **Leadership Enablement:** RethinkCare is woven into EWS manager and leadership training, aligning with broader strategies to empower people leaders.

Value Modeled for JPMorganChase

JPMorganChase Projected Year 1 Value from RethinkCare: **\$21M-\$24M**

What Drives the Return?		
Hard Cost Savings \$12-18M projected in Year 1	Soft Cost Savings \$9.4M in Workforce Impact	Engagement Drivers
ER Avoidance	Productivity gains	Optum integration
Claims reduction	Employee retention	Open Enrollment
Navigation savings	Absenteeism reduction	Intranet, emails, manager comms Targeted outreach to best-fit individuals

This model reflects standard engagement plus targeted activation of high-need populations