

Wellthy Partner Sales Guide: Driving Wellthy Conversations with Your Clients

Caregiving is one of the most common (and costly) challenges facing today's workforce, yet it often hides beneath the surface. Use these framing questions to guide thoughtful discussions with your clients. They'll help you uncover the caregiving realities shaping employee well-being, productivity, and retention—and where Wellthy can make a measurable difference.

1. Identifying the Pressure Points in Your Client's Workforce

Let's start by figuring out where caregiving stress is hitting employees the hardest.

Q: We talk a lot about the 'sandwich generation.' Do you find a significant chunk of your employees (those in the 30-to-50 age bracket) are juggling care for both children and aging parents?

Signal → You might hear clients mention mid-career burnout or employees' performance slipping unexpectedly. When they talk about stress, absenteeism, or turnover in this group, it's a clear signal that key talent is under pressure—and that supporting these employees is critical to maintaining leadership strength and productivity.

Q: When you look at your retention data, are you seeing higher turnover or absenteeism specifically among mid-career professionals?

Signal → Look for patterns in unscheduled absences or sudden, voluntary resignation. These mid-career professionals are often the backbone of an organization; if they are leaving or taking significant time off, caregiving strain could be an avoidable reason why.

Q: Have you noticed a recent spike in requests for flexible work, part-time roles, or extended leaves like FMLA?

Signal → A rise in FMLA or leave utilization (especially for unexpected family needs) is a clear operational struggle. When managers are scrambling to approve requests or cover roles, it means employees are at a breaking point. This confirms an immediate need for Wellthy to reduce the demand for extended leave.

2. Uncovering Organizational Pain Points

Next, let's connect that employee stress directly to measurable business costs and operational disruption.

Q: What's the operational impact of caregiving stress within the company? Does it look like absenteeism or missed deadlines?

Signal → This will move the conversation from HR benefits to operational costs. Clients might talk about (as examples) high error rates, production bottlenecks, or specific field employees missing critical shifts. This shows that unmanaged caregiving is a threat to the bottom line, not just an HR perk.

Q: Do caregiving challenges show up when you analyze your exit interviews, pulse surveys, or engagement data?

Signal → A powerful signal during this conversation is hearing that "family" or "care" is cited as one of the top 3 reasons for voluntary resignation. This directly links unmanaged caregiving to costly, avoidable turnover. It's the tangible data point that proves Wellthy is a critical retention strategy for the organization.

Q: Are your managers raising concerns about team morale, focus, or presenteeism tied to employees trying to manage caregiving while at their desk?

Signal → Managers are usually the first to see the strain. If they express frustration over reduced team output or low morale, this presents an opportunity and confirms they need a partner like Wellthy to support their teams and restore focus and productivity.

3. Pinpointing Internal Champions & Urgency

Finally, who inside the company is already advocating for a solution? Identifying them speeds up the sales cycle..

Q: Are any of your ERGs (working parents, caregivers, or women's groups) actively asking for more specific caregiving support?

Signal → If ERGs are vocal, it means there is strong demand and cultural readiness for a solution. They are the built-in, enthusiastic audience and will be your client's

internal champions who drive adoption and utilization. Wellthy helps employers respond to those voices with tangible, human-centered care solutions.

Q: Has solving the caregiving crisis been raised as a growing priority by leaders in HR, DE&I, or the Benefits team?

Signal → When leadership acknowledges the strain caregiving places on the workforce, it's the ideal time to position Wellthy as the strategic solution that meets both employee and business needs.

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4. Pivoting and Positioning Wellthy

This last question can help establish urgency, position Wellthy, and secure the path to a proposal.

Q: How are you currently measuring the ROI or the success of your existing benefits aimed at reducing employee stress?

Signal → If they hesitate or struggle to provide clear metrics, they need a comprehensive, measurable solution. This is the moment to pivot: introduce Wellthy's proven, measurable impact on productivity and time saved, positioning us as a strategic partner with demonstrated ROI, not just another perk.