

Cleo Programs Overview

Best Birth

Cleo's Best Birth program enables members to have their best birthing experience by assisting families in selecting high-quality providers and facilities. We aim to direct members to the top performing, in-network facilities in their area and assist in building out a care team that meets their specific needs.

Support Overview:

- Health coaching throughout pregnancy and postpartum
- Assistance in identifying high-quality prenatal providers, birth facilities, and birth doula support
- On-demand, live, and 1:1 birth education, newborn care, and breastfeeding preparation support options
- Creating a personalized birth plan and postpartum plan

Neurodivergence

Cleo provides support, education, connection and individualized care to parents of neurodivergent children. Cleo meets families where they are and helps them clarify their personal goals and priorities, know their rights and advocate for the services, accommodations, and modifications to which they are entitled, and connect to a community that understands their experiences.

Support Overview:

- Dedicated Neurodivergence Guide
- Understanding your child's diagnosis
- Help navigating community resources, parenting advice, and support as new needs arise
- Individualized support plan identifies needs and goals of member and care recipient
- Specialist sessions include nutrition, early childhood sleep, parent coaching, schooling and more

Child Care & Enrichment Concierge

Cleo's Specialized Child Care & Education Team will help you navigate local resources and your employer's child care and education benefits, assist with hiring a nanny and/or find local child care in their area. Program support also includes support with finding summer camps, after school activities & enrichment classes, and tutors.

Support Overview:

- How to determine which child care option is best for your family
- Concierge support to hire in-home care
- Concierge support to secure out of home child care (daycare, preschool)
- Assistance finding care and after-school enrichment activities such as tutoring and summer camps
- Connecting you to additional child care benefits offered by your employer



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Emotional Wellness

Cleo's Emotional Wellness Program is a guided experience to screen and surface members at risk for mood and anxiety disorders and connect members with emotional wellness practitioners.

Support Overview:

- Personalized, anticipatory guidance and support provided by an Emotional Wellness Coach
- Proactive in-app assessments
- Personalized emotional wellness care plans
- Connecting you to additional child care benefits offered by your employer
- Processing emotions and supporting your mental wellbeing

Return to Work

Cleo's Return To Work program focuses on supporting members in the prenatal and postpartum journey as they prepare to transition out and back into the workforce.

Support Overview:

- Preparing for the transition back to work
- Building a child care plan that aligns with your goals and budget
- One-on-one career coaching and guidance
- Integrating parenthood with your workplace responsibilities

College & Future Planning

From the college search and application process to weighing and understanding alternative plans for your teen post-high school, Cleo helps to make these decisions easier, while providing emotional support. Our team is here to assist your family with navigating the college admissions process including decision-making support, providing referrals to exam prep, prepping for the emotional transition for parents and teens, and more.

Support Overview:

- Creating a customized roadmap for applying to college or college alternatives
- Help finding exam prep and application support services
- Group classes on key areas of the process (paying for college, financial aid, etc.)
- 1:1 specialist sessions (how to determine the right school fit, emotional transitions, and more)



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