DIRECT SUPPLY + cariloop®

How Direct Supply made caregiving support a natural extension of its people-first culture with Cariloop



About Direct Supply

Direct Supply is the largest Senior Living technology & procurement partner, powering 30,000+ buildings with real-time data, AI-powered solutions, and industry expertise.

For more than 40 years, Direct Supply has partnered with Senior Living providers to enhance operations and drive ROI so they can focus on what matters most: caring for America's Seniors.

Outcomes at a glance



Partners have a trusted place to turn during complex caregiving situations



HR has a caregiving resource that complements existing benefits



Employees spend less time navigating caregiving alone



Personalized support reinforces Direct Supply's people-first culture

Caregiving became part of Direct Supply's whole-person support strategy.

For Direct Supply, supporting employee caregivers was a natural extension of the company's mission.

As the nation's largest technology and procurement partner serving Senior Living, Direct Supply has spent more than 40 years delivering care-driven technology, services, and products to enhance quality of life for care providers and the Seniors they serve nationwide. The company's purpose extends beyond its customers to how it cares for its own people.

Employees at Direct Supply are known as Partners, reflecting an inclusive ownership culture where every individual shares responsibility for the company's success. Guided by principles such as "Treat Employees as Partners" and "Provide Outrageous Customer Service," Direct Supply designs its benefits to support Partners both at work and at home.

As the company expanded its family-focused benefits strategy with parental and caregiver pay, leadership recognized that Partners needed more than time away from work. They also needed trusted support to navigate caregiving with confidence. Cariloop helps employees find and manage care with personalized guidance through every stage of the caregiving journey.

> *"We look for solutions that provide meaningful support and a high-quality experience, and Cariloop aligns well with that approach. It's a natural complement to our broader caregiving strategy. And Cariloop's focus on supporting caregivers aligns closely with our mission and industry."*
>
> *— Derek Stroobants, Total Rewards Program Manager*

Caregiving is personal

Caregiving doesn't happen at one stage of life, nor does it look the same for every family.

Whether someone is raising a child with support needs, helping an aging parent evaluate assisted living, navigating a new diagnosis, or simply trying to understand where to begin, caregiving often arrives unexpectedly and brings countless decisions with it.

Direct Supply believes no one should have to figure those moments out alone. Its caregiving support strategy is designed to support overall wellbeing and create a more holistic experience for Partners.

Partners gained a trusted place to turn.

Many Direct Supply Partners spend their careers helping senior living communities navigate complex care. But when caregiving becomes personal, even experts need guidance.

Partners shared that they often didn't know where to begin, how to evaluate care options, or what questions to ask. Cariloop Coaches help relieve that burden by researching providers, evaluating care options, connecting families with vetted resources, and helping Partners confidently take the next step, so they spend less time navigating care decisions and more time focused on work and their loved ones.

Rather than simply pointing Partners to a list of resources, Cariloop provides personalized guidance tailored to each family's situation. Licensed Coaches support everything from childcare and elder care to complex medical needs, education planning, care coordination, provider searches, and benefits navigation.

The Caregiver Support Platform® also helps families stay connected by organizing documents, tracking notes, and keeping everyone involved in the caregiving journey aligned.

The result is a caregiving experience that feels personal.

> *"Cariloop provides a deep level of caregiving expertise and personalized support. That combination of expert guidance and practical tools makes Cariloop a unique resource for our Partners."*
>
> *— Derek Stroobants, Total Rewards Program Manager*

Partners turn to Cariloop for support with:

- Childcare & school support
- Special needs & Individual Education Plan (IEP) navigation
- Aging parents & elder care
- Assisted living & skilled nursing
- Home health care
- Care planning & coordination
- Provider research & insurance navigation
- Estate planning & legal resources
- Family collaboration
- Complex caregiving decisions

SUCCESS STORY

From chaos to clarity

One Partner's experience navigating a child's changing care needs.

My son's needs changed literally overnight during the first week of school. We went from a normal start to the school year to not even knowing how to get him into the middle school building, much less hoping he'd actually make it to class. Life felt like complete chaos.

When you're suddenly in a caregiving situation like that, you don't know what you don't know. You're just trying to get through today while worrying about tomorrow. I could barely think beyond the next morning, let alone figure out doctors, diagnoses, or what support might even be available.

My Coach listened first, then helped map out what resources and next steps we needed. They researched providers, checked which were accepting new patients, verified insurance, put together school support options, and even brought in subject-matter experts who helped me understand what was available and how to advocate for my son.

What made the biggest difference was having someone to do dedicated research for my family's specific situation, and having a real person I could talk to who understood what I was going through.

Cariloop didn't fix everything, but it gave me a network to help me figure out what I was navigating. That meant I could focus on my son and make the best choices for him, instead of getting lost in all the tiny details that lead up to each decision.

SUCCESS STORY

Support through every season of caregiving

One Partner's experience navigating care across multiple generations.

I first turned to Cariloop when I needed help finding a school that could support my high schooler's IEP. Later, when it became clear my husband needed daily home health care, my Coach helped me navigate that process, too. They found an estate planning attorney who specialized in creating trusts so my husband could qualify for local long-term care programs.

The articles and webinars Cariloop provides are always educational and useful, but **it's the Coaches who make all the difference. They're like having my own personal assistant who helps me manage complex care situations with an extremely friendly, can-do attitude every time.** At an incredibly stressful time, they take so much of the burden off your shoulders. They're very quick to respond and always provide multiple options.

It's a relief to have Cariloop in your corner.

HR gained an experienced caregiving partner.

Direct Supply's HR team often fielded deeply personal caregiving questions from Partners about aging parents, specialized childcare, or supporting a loved one through a major life transition. Committed to offering meaningful support, the team wanted to provide more than just referrals or general resources.

With Cariloop, Direct Supply can offer Partners caregiving guidance tailored to their unique situation and needs. Instead of relying on HR to navigate everything from assisted living and special education to estate planning, employees have access to experienced Coaches who understand the real-life challenges families face. Partners also have on-demand access to collaborative tools and resources, including Caregiver Support Plans and Community Channels.

> *"A large portion of our workforce falls within the sandwich generation, balancing care for both children and aging parents. Our HR team frequently heard from Partners navigating complex caregiving situations who were overwhelmed by the number of decisions and considerations involved."*
>
> *— Derek Stroobants, Total Rewards Program Manager*

Additionally, Cariloop partners with Direct Supply's Employee Resource Groups (ERGs) to host webinars and educational sessions that help normalize caregiving conversations across the organization. Those efforts consistently increase engagement with the benefit, and Cariloop is frequently mentioned in employee engagement survey comments as a resource that Partners value.

The impact on Partners:

Based on employee feedback, Partners who've engaged with Cariloop experience:

- **Less overwhelm during caregiving challenges.** Partners consistently share that Cariloop helps reduce the overwhelm of navigating complex care decisions.
- **More confidence in difficult moments.** From finding reliable childcare to evaluating assisted living and skilled nursing options, employees have expert guidance when they need it most.
- **More time to focus on family.** Partners report spending less time researching care options and more time being present for their loved ones, sometimes allowing them to remain at work on a reduced schedule or return to work sooner.
- **Positive feedback across the workforce.** Cariloop is regularly mentioned in employee engagement survey comments, and several ERG leaders have personally shared positive experiences using the benefit.

Caregiving support became part of Direct Supply's culture

As an organization dedicated to improving the lives of America's seniors, Direct Supply found that helping its Partners navigate caregiving challenges reinforced its people-first philosophy. By pairing family-focused benefits such as parental and caregiver pay with personalized guidance from Cariloop, it has created a comprehensive caregiver support system.

More than another employee point solution, Cariloop has become part of how Direct Supply cares for its people. The team wanted a partner that understood its culture, complemented its existing benefits strategy, and could provide meaningful guidance through some of life's most personal challenges.

> *"Today's workforce is balancing a lot, both professionally and personally, and having a resource like Cariloop helps reduce some of the stress and uncertainty that can come with caregiving, so employees can stay focused on what matters most at work and at home."*
>
> *— Derek Stroobants, Total Rewards Program Manager*

Cariloop stood out to Direct Supply because of the experience and credentials of its Coaches, its collaborative digital platform, and a partnership approach grounded in an understanding of Direct Supply's people and priorities. Together, those elements helped create a smooth implementation and a benefit that feels like an extension of Direct Supply's culture.

Advice for other employers:

When asked what he would share with organizations considering a caregiving benefit, Derek's advice is simple:

- **Understand how your workforce prefers to engage.** Some employees are comfortable with self-service tools, while others value personalized, concierge-style support.
- **Consider the demographics of your workforce.** Select a solution that aligns with their real-life needs.
- **Make the benefit broadly available.** "It's a relatively low-cost offering that can have a meaningful impact on employees and their families while generating a great deal of goodwill."