HYLANT + carilop®

How Hylant turned a family-first value into measurable caregiver support

When employees said caregiving was weighing on work and life, the family-owned insurance brokerage chose support that reflected its values.



Outcomes at a glance



2×
return on investment



100%
of surveyed members saved work hours



87
member NPS



548
caregiving needs

Hylant began as a small insurance agency in 1935. Today, it's one of the largest privately held insurance brokerages in the country. It remains family-owned and guided by the values of family, hard work, honesty, respect, and empathy.

It's no surprise family comes first on the value list. Hylant describes it as building personal, trusting relationships with employees, clients, and community members, then treating them like family. It's a promise that's shaped the company's culture for more than 90 years.

> *"Family is one of our five values, and it's something that's really trickled down into every aspect of Hylant. It's in how we want our clients to feel; we want them to be treated like they're a part of the family, but also, we really want our employees to feel that way."*
>
> *— Emily Kral, Senior Health Strategies Consultant, Hylant*

SITUATION

Hylant heard employees asking for caregiving help

In 2019, Hylant's Employee Benefits and Wellbeing Interest Survey showed one place where employees needed more family support. Comments about childcare and elder care kept appearing. The same concerns came up in conversations with HR, managers, and senior leaders. Employees were caring for children, helping aging parents, or managing both at the same time. Some said the responsibilities they carried at home were keeping them from bringing their best selves to work.

The COVID-19 pandemic added to those pressures. Employees asked for more flexibility, but flexible schedules couldn't make the care search any easier. They were still spending hours looking for providers, comparing options, and making decisions about unfamiliar situations.

Caregiving fit into a bigger well-being conversation

Around the same time, Hylant broadened its thinking about employee well-being. Its earlier approach focused mainly on physical health. The new strategy would consider the whole person, including mental, social, career, and financial well-being.

Caregiving was already affecting the areas Hylant wanted its well-being strategy to address. Employees worried about the cost of care and about the pressure of people depending on them. They also spent work hours searching for providers and coordinating family responsibilities.

Hylant initially explored giving employees additional money to put toward care. The team soon realized that many employees needed broader support. They weren't sure where to look, what questions to ask, or how to make sense of the choices in front of them. The company began looking for a benefit that could help with those questions, too.

SOLUTION

Why Cariloop felt like the right fit

Cariloop could support employees with childcare, adult and elder care, and education needs. Just as important to Hylant, Cariloop Coaches could stay involved for as long as an employee needed help.

> *"It's like a hand-holding process all along the way. The Coaches are there until you tell them you don't need them anymore."*
>
> *— Emily Kral, Senior Health Strategies Consultant, Hylant*

That ongoing relationship stood out. Hylant wanted employees to have someone who could learn about their situation, help them work through it, and still be there when the next question came up.

The team also paid close attention to who it was partnering with. Cariloop's founding story resonated with Hylant's leaders. And its B Corp certification and commitment to giving back reflected priorities that matter at Hylant, where employees across the company are active in their local communities.

For Hylant, the values and people behind a service matter. The team saw in Cariloop a company that shared its view of how people should be supported.

Shared values. A natural fit.

Hylant	Shared belief	Cariloop
Family + Respect	**Put people first**	Service
Empathy	**Understand before acting**	Empathy
Honesty	**Understand before acting**	Integrity
Hard Work	**Keep finding better ways to work**	Innovation

Hylant found a partner that shared its belief in putting people first, leading with empathy, doing the right thing, and continually finding better ways to work.

> *"It just seemed like a really good match because we had the same vision for what we were hoping for."*
>
> *— Emily Kral, Senior Health Strategies Consultant, Hylant*

RESULT

Employees started telling one another

Hylant introduced Cariloop through several internal channels and continued featuring it in the company's monthly well-being newsletter. Regular reminders helped employees understand that the benefit could support much more than one kind of care.

Over time, employees began recommending it to colleagues. Word spread because employees had used Cariloop and found it helpful. Their recommendations often reached colleagues right when a caregiving need came up.

> *“The way they got to Cariloop was by sharing what they were going through at the lunch table, and another employee saying, ‘You really should go to Cariloop for this.’”*
>
> *— Emily Kral, Senior Health Strategies Consultant, Hylant*

There was a **15% year-over-year increase** in the number of employees creating cases, and a **10% year-over-year increase** in new cases.

The cases reflected what employees had been telling Hylant

Nearly three-quarters of Hylant’s Cariloop cases involved adult and elder care:

- 74% adult and elder care
- 23% pediatric care and childcare
- 3% education and college support

The numbers backed up what Hylant had heard in its survey and employee conversations. A significant part of its workforce was helping aging loved ones, often while managing other family responsibilities.

Cases stayed open for an average of **69 days**. Many caregiving situations took time to work through, and employees could return to their Coach as circumstances changed and new decisions came up.

What support looked like for employees

Expert guidance

One employee contacted Cariloop when her brother, who lived in another state, began experiencing symptoms resembling Parkinson’s disease. She and her siblings lived in different parts of the country. They wanted to help him, but they didn’t know what resources were available where he lived or how to begin navigating the situation from a distance.

Her Cariloop Coach was also a registered nurse. She explained what the process might look like, helped the employee understand possible next steps, and offered reassurance when everything felt overwhelming. The employee could return as questions arose without having to start the story over with someone new.

Care coordination

Emily Kral found that same sense of relief when she used Cariloop to search for childcare after having her first child. She could submit a request, explain what her family needed, and let her Coach take on the research.

“You can put it in the back of your mind until you hear from the Coach … to take off that mental load,” she said.

For employees who were already stretched thin, simply knowing someone else was working on the problem made a difference.

What Hylant saw in return

The caregiving support program delivered a 2× return on Hylant's investment.



193
cases created



548
unique caregiving needs supported



100%
reported saved work hours from Cariloop



87 NPS
for the Cariloop experience

Results based on 1,154 eligible employees and Cariloop program data from September 1, 2023, through March 10, 2026.

Hylant also heard directly from employees who were grateful the benefit was there.

> *"Having your support and guidance while navigating Medicaid made this very complicated process feel way more manageable. Thank you!"*
>
> *— Hylant Employee, May 2026*

For Hylant, those responses are an important part of the result. They show employees that the company's family-first value extends beyond the workplace and into the parts of life that can be hardest to manage alone.

> *"Having something like this in place really makes the case that you do truly care about your employees and want to support them in all aspects of their life."*
>
> *— Emily Kral, Senior Health Strategies Consultant, Hylant*

Give employees someone to turn to

Cariloop provides personal, ongoing support for caregiving needs
across life stages, with results employers can measure.

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