



Pittsburgh  
Business Group  
on Health

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**PBGH ANNOUNCES PARTNERSHIP WITH MOTIVITY CARE**

***Agreement Enables Employers to Augment Caregiving Support for Employees  
with Comprehensive Assistance Platform, Provides Fuel for Statewide Economic Revitalization***

**PITTSBURGH – June 08, 2023** – The Pittsburgh Business Group on Health (PBGH) today announces a strategic agreement with New York-based [Motivity Care](#), a best-in-class caregiving management company, which delivers critical support services for working caregivers, while also helping employers attract, retain and grow talent.

“The Motivity Care caregiver benefit platform – MC Life Intell – is employer-sponsored and empowers employees with the information and support they need to provide care for loved ones, while helping employers provide vital services to their workforces,” said Mim Senft, Co-Managing Director, Motivity Care. “We are honored to be named a strategic partner on behalf of PBGH employer-members and bring a crucial solution to the growing challenges associated with caregiving as it relates to the state’s aging workforce.”

According to the U.S. Census Bureau, all Baby Boomers will be older than age 65 by 2030. This will expand the size of the older population so that 1-in-every-5 U.S. residents will be of retirement age – further exacerbating the challenge of providing care. At any given time, up to 45% of a company’s workforce is a caregiver. Working caregivers to aging adults under the age of 45 has increased 5x over the past two decades.

Motivity Care’s MC Life Intell platform provides professional expertise, mental health support and project management to listen to employees and take the complexity out of caregiving management via:

- Dedicated concierge manager for enrolled employees
- A customized plan for employees as they anticipate potential life changes
- Vetted providers and vendors from a 360-degree view to save a caregiver time and streamlining care options
- Vital medical, legal and personal information secure and accessible 24/7 via desktop and app

- Additional resources can be seen at [www.motivitycare.com](http://www.motivitycare.com)

According to Mike Stancil, CEO, PBGH, AARP research shows employees can spend more than 23 hours each week on providing care for a loved one. “Lost productivity, burnout and turnover among full-time working caregivers is costing employers more than \$50B annually in the U.S.,” he said. “We can do better.”

The PBGH-Motivity Care announcement comes on the heels of a recent report by the U.S. Surgeon General regarding the growing epidemic of loneliness and its impact on mental health, families and communities.

“Caregivers often feel like they are an island, alone in their efforts to help loved ones,” said Stancil. “Now, with PBGH and Motivity Care, regional employers can provide vital services to help address this issue. Not to mention, today’s caregiver is often part of the sandwich generation, caring for both an elderly parent and also their own children – doubling the impact.”

Stancil added employer-benefit programs, such as Motivity Care, can help bolster the economic strength of communities. “Revitalization across our region and other Pennsylvania cities is a ‘must-do’ for civic leaders and companies,” said Stancil. “Motivity Care is vital for people, but it also can be a powerful cylinder in the economic engine for our Commonwealth to help employers attract and retain talent, as well as grow productivity for their operations.”

According to Senft, Motivity Care can save employees up to 20 hours a week, based on the cost of lost productivity and having to replace an employee who has to leave the workforce because of caregiving management. The Society for Human Resource Management (SHRM) calculates the cost as 50 percent of a person’s annual salary, which does not include the additional incurred costs to team members who must compensate for additional work until the person who left the workforce is replaced.

For more information, visit [www.pbghpa.org/motivity](http://www.pbghpa.org/motivity).

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**About the Pittsburgh Business Group on Health**

*Founded in 1981, the Pittsburgh Business Group on Health is a non-profit organization and business-only coalition representing employer-member companies. PBGH promotes health care and benefits strategies through education, collaboration and innovation among members, and in the community, to deliver value and quality for members and their employees.  
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**About Motivity Care**

*Motivity Care was founded by two professional women with years of executive corporate and entrepreneurial experience. Their backgrounds include strategic project management, HR benefits and employee health and wellness programming. Being the primary caregivers to family and friends in their lives is part of their journey. They understand firsthand the stress and frustration caused by caregiving management. Our founders wanted to create an efficient and compassionate service that alleviates pain points of caregiving management at every stage of aging.*