

A CAREGIVING BENEFIT YOUR PEOPLE ACTUALLY USE

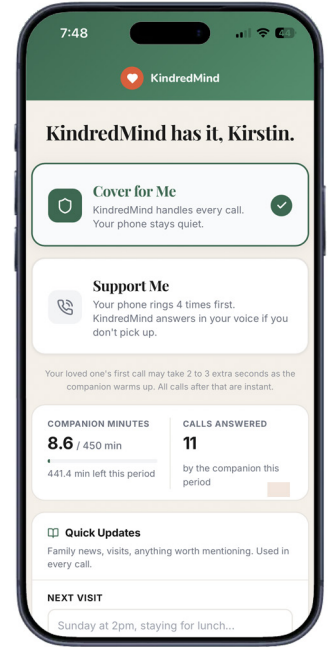
Nearly 13 million Americans care for someone with dementia. Six in ten of them are working.

Up to 97% of people living with dementia at home develop behavioral symptoms, and repetitive questioning, asking the same thing again and again, is the most common form of verbal repetition. *StatPearls, NCBI, 2024; Reeve et al., International Psychogeriatrics, 2017*

It is not confusion to be corrected. It is fear, and the need to hear a familiar voice. When that person is your employee's loved one, the calls come during the workday, and silencing the phone only leaves them alone with the worry while your employee carries the guilt of the call they couldn't take. KindredMind answers in your employee's own voice when they can't, so their loved one is reassured and your employee gets relief the same day.

Privacy-first by design & grounded in established dementia care.

No medical records or diagnosis required. KindredMind knows only what you choose to share.



WATCH • 90-SECOND OVERVIEW

See how it works

youtu.be/DzCgSfqwqE

PLANS START AT
\$179 CAD / \$129 USD
per month

1

A guided session with Sarah

Sarah, our onboarding guide, leads a friendly Q&A that builds your voice and captures what calms them: routines, family, the words that reassure.

2

Your voice comes together

From that one session, KindredMind is ready in your own voice, holding only what you chose to share.

3

It answers for you

When you can't pick up, it answers in your voice and meets the need underneath the call.

The strain rarely stays home. It follows them to work.

59%

of dementia caregivers rate their emotional stress as high or very high

Alzheimer's Association, 2026 Facts and Figures

57%

of employed dementia caregivers go in late, leave early, or take time off

Alzheimer's Association, 2026 Facts and Figures

32%

of employees have left a job that did not support their caregiving needs

Harvard Business School, The Caring Company

73%

of employees have caregiving responsibilities most employers never track

Harvard Business School, The Caring Company (all care types)

47% vs 24%

47% of employees say caregiving affects their work performance all or most of the time. Only 24% of employers recognize the impact. *Harvard Business School, The Caring Company (employees and HR leaders surveyed, all care types)*

What it means for your company

A benefit they actually use

Employers already pay for benefits that go unused. In the same Harvard study, 65% of employers offered flexible work but only 39% of employees used it. KindredMind solves a daily, acute problem the moment it happens, so the people who need it reach for it.

Retention where it is hardest

Senior executives earning over \$100,000, the most expensive to recruit and replace, are the most likely to leave a job over caregiving. Supporting them through dementia caregiving protects the talent that is hardest to replace.

★ ★ ★ ★ ★

"The platform is designed to reduce caregiver stress while still honoring the emotional needs of the person living with dementia."

- Jeanette Yates, Caregiver Advocate, featured in AARP

★ ★ ★ ★ ★

"Building infrastructure that preserves the dignity of the person with dementia while protecting the caregiver's sanity is the future of care strategy."

- Jen Fink, Host, Dementia Decoded podcast

★ ★ ★ ★ ★

"Brilliant! I needed this three years ago!"

- Sharron, family caregiver



WHY THIS BENEFIT IS DIFFERENT

Repetitive calling is one of the most common and exhausting realities of dementia, and it follows your employee into the workday. **It is not a behavior to be managed. It is a need to be met.** Underneath the calls is a loved one's anxiety and the need to hear a familiar voice. Employee assistance programs and caregiver-referral platforms give your people information and a directory. They do not answer the call at two in the afternoon that pulls an employee out of a meeting. KindredMind answers both sides: the loved one is met and reassured in the voice they love, and your employee gets real relief. KindredMind does not replace your employee's caregiving. It is built so they can be there for everyone, including at work.

THE DEMENTIA-SPECIFIC TOLL ON WORK

Among employed dementia caregivers specifically, about two thirds miss work, roughly 8% turn down promotions, and up to 31% give up work entirely. Among those who keep working, productivity loss from presenteeism runs about 10%, well above the 2.7% general-workforce average.

Brodsky and Donkin, Dialogues in Clinical Neuroscience, 2009; presenteeism: Alzheimer's & Dementia, 2025

What employees are offered today	Answers the loved one	Reduces the interruption at work	Used in the moment it happens
EAP / caregiver hotline	No	Rarely	No
Caregiver-referral platform	No	Partially	No
Backup elder care	No	Partially	Occasionally
KindredMind	Yes, directly	Yes	Yes, every call

Grounded in established dementia care

- Established dementia communication guidelines for dementia-friendly phone calls, including Alzheimer Society of Canada guidance.
- Simulated presence therapy and validation therapy, both with published evidence in dementia care.

A 2024 randomized controlled trial in the International Journal of Neuroscience (PubMed 38646703) found simulated presence therapy was associated with reduced agitation, anxiety, and caregiver burden compared with routine care.

Safety and privacy, by design

- No medical records or diagnosis required. The family chooses everything KindredMind knows.
- Calls encrypted with AES-256, never sold or shared.
- Never used to train any AI model.
- 25 dementia caregiving standards on every call, with automatic distress detection and a failsafe that routes to the caregiver or care circle.

RECOGNIZED BY THE COMMUNITY

Member, Alzheimer's Foundation of America.

Featured on Lori La Bey's Alzheimer's Speaks, Jeanette Yates' The Caregivers' Living Room, and DementiaMap.

5% of every subscription is donated to the dementia charity each family chooses.

LISTEN · SAMPLE CONVERSATION

Hear it for yourself.

A real KindredMind call, answered in a family member's own voice.

[▶ Listen on kindredmind.care](#)

Let's talk about offering KindredMind to your team.

Explore employee-benefit and partnership options for the dementia caregivers already in your workforce.

Plans start at \$179 CAD / \$129 USD per month.

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kindredmind.care/partners
Canada, United States
and International

KindredMind supports and amplifies family caregivers and care teams; it does not replace them. Except for its membership in the Alzheimer's Foundation of America, KindredMind is not affiliated with or endorsed by any organization referenced here. Referenced research and guidelines are used for informational purposes only. © 2026 KindredMind

Workforce data: Alzheimer's Association, 2026 Alzheimer's Disease Facts and Figures (dementia caregivers); Harvard Business School Project on Managing the Future of Work, The Caring Company, Fuller and Raman (caregiving workforce, all care types). Dementia-specific employment impact: Brodsky and Donkin, Dialogues in Clinical Neuroscience, 2009; presenteeism among employed Alzheimer's caregivers, Alzheimer's & Dementia, 2025. Behavioral symptom prevalence: StatPearls, Behavioral and Psychological Symptoms in Dementia, NCBI, 2024; repetitive questioning as the most common form of verbal repetition, Reeve et al., International Psychogeriatrics, 2017. Clinical references: Alzheimer Society of Canada communication guidance; UCLA Health Dementia Care Program; peer-reviewed simulated presence and validation therapy research including PubMed 38646703.