

Cleo Baby: Frequently Asked Questions

What is Cleo? Cleo is a parental benefit for parents who are expecting a baby or recently welcomed a baby. Cleo provides support on a variety of topics including but not limited to: breastfeeding, sleeping, parenting, newborn care and career coaching.

Who does Cleo Support? Cleo supports all types of families enrolled in a Nemours medical plan. We support mothers, birthing parents, supportive partners, adoptive and surrogate parents, same-sex parents and solo parents. This is a family benefit and we strongly encourage both partners to participate!

How will Cleo support my family? Cleo combines expert guidance and information to provide unlimited personal support throughout this critical phase. Every family is provided with a dedicated Cleo Guide who will be your point person throughout your journey. In addition to the guide, families can also access content via journeys in the app, receive 1:1 support through specialist sessions, and get questions answered on a wide range of topics through virtual community workshops.

What is a Cleo Guide? Every family is provided with a dedicated Cleo Guide who will be your point person throughout your Cleo journey. Our Guides have extensive experience working with families like yours and are specialists in the issues and challenges you may face as you grow your family. You are encouraged to message your Cleo guide at any time with questions about anything!

What information will Cleo share with my employer? Cleo is committed to protecting your privacy and personal data. Any individual information you share is strictly confidential and will only be accessible to your Cleo Guide and Cleo business administrators. Cleo will only provide aggregate data to your employer, such as overall usage and feedback.

Does Cleo replace an OB/GYN or midwife? Absolutely not. We know an OB/GYN or midwife plays a central role in your care during this period. Cleo arms you with a holistic team that complements your OB/GYN or midwife, with a special eye toward work-life balance.

What sorts of questions can Cleo address? Really, anything! Reach out with breastfeeding troubles, questions about newborn development, or even how to select the right sleeper. Your guide can help answer questions on a variety of topics including but not limited to: choosing a provider that's right for you, breastfeeding, sleeping, parenting, newborn prep, newborn care and career coaching.

Who is eligible? All associates and spouses enrolled in one of Nemours medical plans are eligible.

Claim your benefit now by downloading the Cleo app.
Scan here or visit **hicleo.com/activate** to get started!

