



ValidationInstitute

2020 Validation Report

Review for: Cleo

Valid through April 2021



Company Profile

Category:	Obstetrics
Website:	www.cleo.com
Public or Private:	Private
Year Established:	2016
CEO:	Sarahjane Sacchetti
Company contact:	sales@cleo.com



Description:

Cleo is an ecosystem integration software company focused on business outcomes, ensuring each customer's potential is realized by delivering solutions that make it easy to discover and create value through the movement and integration of enterprise data.





Claim Assertion for Validation

Cleo is a family benefit platform that helps parents with work/life balance before and after a child is born. **Cleo Baby** assists the member with pre-natal care, choosing a hospital for delivery, and planning for return to work. **Cleo Kids** helps parents manage childcare, preventive care, and offers career coaching. Additional supports for special needs children are also offered.

The goal of the program is to help employees have a complication-free birthing and return to work process.



Method / Calculation / Examples

The following metrics were reviewed.

Focal Point	Valid Metrics: Numerator	Valid Metrics: Denominator
90% of Cleo families return to work on time and stay with their employer 12 months post-baby	People who respond actual return date within 5 days of their projected return date AND People employed by same employer after 12 months	All responses to these questions
80% of Cleo Families experience clinical improvement in mood within 2 weeks [^]	# of people who showed a score improvement of at least 4 points	# of total responses to this question
80% of Cleo families deliver at a high-quality birth facility (defined by lower c-section rate published by credible source such as Leapfrog)	# of Cleo families who had their birth at high-quality hospitals	# of total Cleo family births
Percentage of members who meet lactation goals	# of respondents who report at follow-up that they met lactation goals set at a baseline interview	# of total respondents to this survey question
80% experience clinical improvement in mood symptoms in 1 month [^]	# of people who showed a score improvement of at least 5 points	# of total responses to this question
Productivity of parents of Special Needs children	# of Participants with children with special needs who reported no loss in productivity (subset of WPAI)	Total # of productivity responses of all families with special needs children
High risk member engagement	# of participants identified as high risk who interact with the program at least monthly	Total # of participants identified as high risk



Findings & Validation

The measures are valid and reasonable methods to assess the impact of the program. The data gathering is consistent and uses validated instruments to assess changes over time in mood or productivity, for example. Each measure reflects a direct or indirect benefit to the program participant and/or the program sponsor. For example, engagement by members who have been identified as high risk has been shown in research to reduce the frequency of extreme prematurity and newborn respiratory distress. (Alexander & Mackey, 1999) [1] and (Little & al, 2002) [2] The monthly engagement by these members is a proxy measure for how much opportunity the program has to influence health and cost outcomes.

Works Cited

1. Alexander, J., & Mackey, M. (1999). Cost Effectiveness of a High Risk Pregnancy Program . Case Management , Summer.
2. Little, M., & et al, (2002). Improving pregnancy outcome and reducing avoidable clinical resource utilization through telephonic perinatal care coordination. Lippincott's Case Management , 103-12.





Validation and Credibility Guarantee

Cleo achieved level 3 validation for Metrics. Validation Institute is confident that **Cleo** performs as they state they are willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program*.

Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee





Limitations

The data collected only reflects those who respond to the surveys, which may not represent all **Cleo** users or be generalizable to other working parents.





Validation Expiration: April 2021

CERTIFICATE OF VALIDATION

Applicant:

Cleo

4949 Harrison Ave., Ste. 200
Rockford, 61108

Product:

Family benefit platform

Claim:

Complication-free birthing and return to work
process

Validation Achieved:

Level 3 – Validated for Metrics

Linda Riddell
VP, Population Health Scientist
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute



About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.