



Success Story: American Vision Partners

How switching to Upwards helped the eye care practice management company implement a generous childcare stipend program for its 1000 employees.

Introduction

American Vision Partners (AVP) is a privately held optical health company with a significant presence in Arizona, and several locations scattered throughout Southern California. AVP is committed to the well-being of its employees, and a substantial portion of their workforce consists of parents, primarily mothers, who sought comprehensive childcare benefits.

AVP recognized the challenges faced by their employees, particularly in regions with steep childcare costs exceeding \$15,000 per child annually.

At a glance

Challenges

- Affordability
- Turnover
- Absenteeism

Results

- High utilization rates
- Boosted retention
- More options for care



Focusing on the challenge

Before collaborating with Upwards, AVP had established a partnership with another provider to offer childcare benefits. However, they encountered several challenges, with some childcare facilities failing to meet expected standards.

Additionally, employees felt that there weren't sufficient options to cater to their varied childcare needs. The cost of daycare, high employee turnover, and absenteeism due to childcare issues were significant pain points that AVP aimed to resolve.

The 20/20 solution

To address these challenges, AVP turned to Upwards, seeking a comprehensive solution for their diverse workforce's childcare needs. AVP took advantage of Upwards' childcare stipend program and generously began covering 25-30% of employees' childcare expenses based on the age of the dependents covered.

By offering stipends substantial enough to genuinely ease the financial burden of childcare costs, AVP encouraged more employees to enroll in the program. This was a crucial factor in the program's success.

Upwards also provided care managers who guided AVP employees in finding suitable childcare options tailored to their unique needs and geographic locations, making the care process more accessible and efficient.

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[My care manager] is so great. She listens to your needs and wants. Then she works hard to find a safe childcare based on those needs and wants. She delivered quick and flawless service. I would highly recommend her to my co-workers.

Beatriz G.

American Vision Partners

Results through a new lens

The partnership with Upwards was transformational for American Vision Partners. To help boost enrollment, Upwards facilitated clear and direct communication to AVP employees regarding their childcare benefits, removing ambiguity and making the program more understandable and attractive.

40%
opt-in rate

50%
reduced attrition

82
employees retained

\$2M
saved in hiring costs



A vision, clearly realized

By directly addressing the challenges of cost, retention, and absenteeism, AVP demonstrated a strong commitment to the well-being of their workforce. Upwards played a pivotal role in the journey, transforming childcare benefits into a powerful tool for enhancing employee retention and satisfaction.

The high stipend model provided substantial financial support for employees in regions with varying childcare costs. This, coupled with the personalized guidance of care managers, ensured that AVP's workforce could access childcare options tailored to their needs. Additionally, transparent messaging and communication fostered a deeper understanding of the program, making it an attractive and valuable offering for employees.

As a result, American Vision Partners stands out as an exemplar of a successful childcare benefits program offering and implementation, setting new standards for employee care and support.



If you're interested in exploring customized childcare benefits programs for your organization, we're here to help. [Contact us here](#), visit us at upwards.com or drop us a line at benefits@upwards.com to learn how we can help your company achieve its goals while supporting your employees' needs.