

Oracle Case Study

ORACLE

Oracle is a technology company based in Austin, Texas. More than 420,000 customers across 175 countries utilize applications and infrastructure in the Oracle Cloud. Since 2017, Oracle has offered RethinkCare's Parental Success solution to 64,000 U.S. employees, empowering working parents and caregivers with the tools to raise more confident and resilient children.

Amplifying Oracle's Commitment to an Inclusive Work Environment

Oracle's commitment to creating an inclusive work environment is clear across various realms. In 2022 alone, the company earned recognition as a best place to work for disability inclusion, one of Forbes' best employers for diversity, and a best place to work for LGBTQ equality.

Oracle offers comprehensive family support benefits and pioneering programs for embracing diverse abilities at work. Examples include the organization's scholarships and partnerships dedicated to recruiting candidates with disabilities, employee resource groups, and conferences dedicated to accessibility and inclusion.

Sources: [Oracle US Benefits](#); [Oracle Diversity and Inclusion](#)

Oracle's Challenge: Supporting Working Parents of Children with Autism

Despite Oracle's robust suite of family well-being and workforce inclusion policies, Oracle wanted to do more for the families of children with autism. The company's health insurance plan did not always cover Applied Behavior Analysis—evidence-based therapy used to teach children with autism skills for social, emotional, and academic success.



Oracle's Senior Director of Benefits, Rhonda Davidson, began to understand the impact pediatric autism, learning disabilities, and developmental delays could have on parents and their employer in the early 2000s. She heard many touching stories from employees whose children had autism and educated herself on the barriers these children and their caregivers face—from insurance coverage to stigma and heightened mental health risks.

"These families came in and showed pictures, told stories, and helped educate me on the needs of their children," Davidson said.

One in six children have developmental disabilities and employees with children under the age of 18 comprise close to 40 percent of the workforce. This means the issue likely impacts more than 4,000 children of Oracle employees.

However, there is a severe shortage of pediatric providers trained to support this population, with only one Board Certified Behavior Analyst (BCBA) per 224 children diagnosed with developmental disabilities.

When Davidson learned RethinkCare could help Oracle's employees avoid the long wait lists and expensive co-pays for BCBA appointments, she jumped on the opportunity and pressed for immediate approval from Oracle's leadership team to launch the benefit.

"It was one of those moments where it was clear to me that we needed this," Davidson said about RethinkCare's Parental Success solution. "I've been at Oracle a very long time, 23 years, and in the early days, we didn't really have benefits around autism."

Davidson said she did not need to prove financial return on investment to know her team's working parents would benefit immensely from RethinkCare's expert-led training and consultations for their children's unique challenges.

"Honestly, this has really never happened with a vendor before," Davidson said. "[RethinkCare] gave me the pitch, and I immediately left and got approval. That was it."

Source: [Centers for Disease Control and Prevention; Behavior Analyst Certification Board](#)



Beyond the Numbers: Taking Employee Experience to the Next Level

Employee benefits that withstand the test of time typically deliver both quantitative and qualitative value to employees and the business. Oracle's employee benefits team relies on three key considerations when evaluating the efficacy of new benefits like RethinkCare:

Employee feedback: Oracle actively listens to the needs of its employees and incorporates their input into its benefits offerings to support morale and workforce engagement. Since launching, Oracle's employee benefits team has received countless emails from employees expressing gratitude for having access to RethinkCare's support for their child's behavior and their own emotional well-being.

Benefit reach across the population: Benefits addressing large segments of employees can be more cost effective than those with a narrower scope. Oracle recognizes that autism, developmental disability, and mental health diagnoses continue to become more prevalent among children, and RethinkCare continues to support parents of children experiencing these unique challenges. RethinkCare started as a benefit targeting parents of children with learning and developmental disorders. In 2022, however, RethinkCare added new training resources to support all working parents—approximately 40 percent of Oracle's staff—and added new solutions for the entire workforce in addition to those designed for parents and caregivers.

Employee experience: Oracle invests heavily in benchmarking its benefits package and elevating its offerings above peer competitors. Flexible benefits for balancing work and family responsibilities, such as RethinkCare's digital platform, have become especially important for talent recruitment and retention since the COVID-19 pandemic.

RethinkCare's Solution

After receiving the green light from Oracle's leadership team, RethinkCare lived up to its promise in 2017 and provided Oracle's staff of 64,000 U.S. employees access to high-impact parenting skills trainings and expert support. Oracle's team members have embraced RethinkCare with open arms, expressing their gratitude to colleagues, benefits administrators, and even the Chief Human Resources Officer.



Oracle launched RethinkCare's Parental Success solution, (formerly known as Rethink Benefits) in July 2017. For more than 5 years, the program has empowered working parents and families with thousands of on-demand e-learning sessions and live consultations with on-staff Board Certified Behavior Analysts to address the unique behavioral and mental health needs for their children. This includes dedicated one-on-one support from RethinkCare's master- and doctoral-level BCBA's who bring specialized training in helping parents of neuro-diverse children diagnosed with autism, ADHD, or other learning disabilities.

"It completely made sense," Davidson said about her decision to adopt RethinkCare. "We needed it. It seemed like the perfect solution and has proven to be so."

Easy Implementation and Member Activation

Aside from supporting working parents in ways health plans couldn't, Oracle's team was impressed by how quickly and seamlessly RethinkCare implemented its digital platform.

RethinkCare's world-class client success team coordinated Oracle's efficient technical integration and began training the tech corporation's program managers and wellbeing champions on RethinkCare's user experience for a successful launch. RethinkCare's client success team supporting Oracle led the onboarding training effort and guided the Oracle team to raise awareness about the new benefit by deploying targeted launch communications, awareness initiatives, and partner training webinars to facilitate holistic support and referrals.

"That was another thing sold to me," Davidson said. "That the lift would be easy for myself and my team. And it truly was."

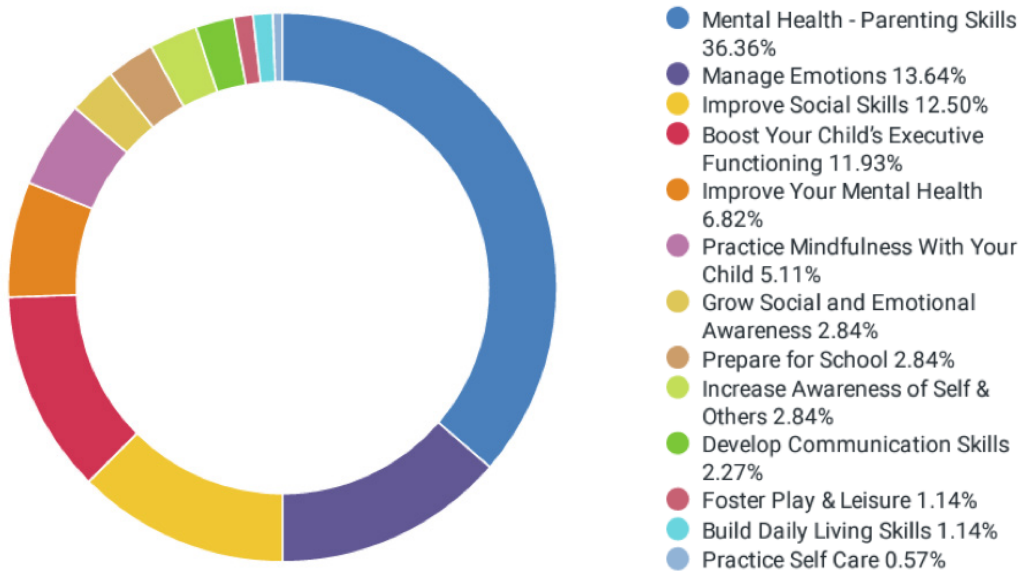
As RethinkCare's program took shape, the RethinkCare client success team has kept Oracle abreast of the program's participation, engagement, and overall impact on employees. These insights helped Oracle collaborate with RethinkCare's client success team to optimize member engagement based on working parents' top concerns.

Oracle has consistently touted stellar utilization and engagement levels for RethinkCare's platform. According to Allison Teasdale, Oracle's Sr. Client Success Manager, the Oracle employee team's promotion of RethinkCare's webinars and resources during open enrollment and relevant Oracle Diverse Abilities Network sessions have helped the company boast above-average participation benchmarks and a steady demand for parenting expert consultations.

Proven Outcomes

- **45%** of high-risk Oracle employees **use RethinkCare**.
- **Participation rates increased 34%** in 2022, compared to 21% growth in 2021.
- RethinkCare’s training sessions helped **every Oracle employee** who provided feedback on the content in 2022.
- 36% of RethinkCare content consumed in 2022 focused on parents’ mental health, indicating **Oracle’s proactive support for parents** at higher risks of depression, anxiety, and other mental health conditions.
- Oracle’s investment in working parents directly addresses employee performance, with **83% of RethinkCare users reporting less time distracted from work** in 2022.

2022 Member Engagement Rates by RethinkCare Topic



2022 Member Engagement by Content Targeting Neurodiverse Children vs. All Children



Source: RethinkCare Internal Utilization Data

Member Success Stories

"We met with Kim Smalley, and she is extremely knowledgeable, helpful, and empathetic. We couldn't ask for a better consultant."

"Kristin is great! This service has helped me to manage the stressors of raising a sometimes very challenging child while balancing work and other home responsibilities."

"Kelly Deacon has been an amazing resource for my family. She provides excellent problem-solving ideas for short-term solutions, as well as working on longer-term behavioral changes."

Source: RethinkCare Delighted Survey Responses

What's Next for Oracle?

Today, Oracle seeks to extend support to employees with autism and other forms of neurodiversity. As employees' dependents graduate from school and become adults, they face detrimental stigma and disproportionate rates of unemployment and underemployment compared to adults with other disabilities. Oracle was excited to learn about the launch of RethinkCare's expanded support for [workplace neurodiversity](#).

"It's really important that we continue finding ways to offer benefits that allow for inclusivity," Davidson said. "It's no longer just about, 'My child has ADHD or another challenge.' We now see people coming into the workforce saying, 'I grew up with this and need accommodations.' I think that's the next big thing."

Oracle's instrumental role in driving awareness resulted in a 52 percent increase in RethinkCare member enrollment between year one and year two. Enrollment rates have continued to grow at least 20 percent each year, including a 34 percent boost in enrollment in 2022. This success was aided by Oracle's 2022 acquisition of Cerner, a leading digital information systems provider for hospitals and health systems employing more than 28,000 workers worldwide.

Source: [Oracle Corporate Facts](#)



About RethinkCare

RethinkCare is the leading global behavioral and mental health platform supporting neurodiversity in the workplace and at home. We offer a digital experience and on-demand clinical consulting to empower employees across their parenting, professional, and personal needs. More than 650 enterprise organizations, including 30 Fortune 100 companies, rely on RethinkCare's solutions supporting members in over 120 counties.

Help Your Team Thrive at Work and at Home

To learn more about Rethink's industry-leading solutions for neurodiversity in the workplace and at home, visit RethinkCare.com or [request a demo](#) of our platform today.