

CLIENT CASE STUDY

# Rescue trusts Parento to personalize and manage parental leave for their employees



# CLIENT PROFILE

## Rescue

Industry: Advertising + Marketing

Rescue is a digital agency specializing in creating campaigns that change behavior through policy reformation and social impact work. Since their founding in 2001, they've worked with non-profits and state government agencies on campaigns and policy to better society.



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**191**  
Employees

**27**  
EEs in 27 states

**6**  
National Offices

**CA**  
Corporate HQ

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## Challenges

Reduce employee's financial and emotional stress that comes with taking parental leave, while affordably creating an equitable policy for all employees.

## Solutions

Parento's gender-neutral, inclusive paid parental leave insurance coverage and wrap-around support through leave concierge and parent coaching.



# THE CHALLENGES

## Create an Equitable Paid Parental Leave Policy

With a dispersed workforce across 27 states, the employees' access to paid family leave (PFL) offerings varied, creating an inequitable paid parental leave policy. Even more concerning, existing state benefit programs did not cover all family configurations including adopting, fostering, and LGBTQ+ parent-employees. Rescue's commitment to creating a culture of belonging and equity, led them to pursue an inclusive, gender-neutral solution that would cover all employees equally.

*We wanted to find a way to address these inequities for our employees in over 27 states.*

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## Enhance the Parent Employee Experience

Rescue evaluated feedback from their employee engagement surveys and previous parental leaves, revealing that employees had tremendous financial and emotional stress surrounding their parental leave. Without the resources and manpower to tangibly support parents before, during, and after leave, Rescue sought a white-glove program to provide the best in class employee experience and guidance navigating STD, PFL and compliance questions.

## Additional HR Concerns

- Inability to properly budget for leave because of varied state benefit programs + no ability to project future leaves and risk
- Inability to leverage the existing policy in recruitment
- Lack of resources for employees

# EVALUATION + CONSIDERATION

## Why Parento?

When Rescue first heard of Parento, they were immediately interested in the inclusivity of the program and their ability to leverage the policy as they scale. Their #1 consideration when implementing Parento was that the program can be used in talent acquisition and retention. The second most important factor was that the policy is equitable for all employees regardless of state or sexual orientation. The ease with which our Leave Concierge team, expert leave and claims administration, seamlessly integrated with their existing leave of absence (LOA) manager and the high-touch personalization of parent coaching made Parento “*a natural fit to enhance our Change Agents’ experiences.*”

**100%**

EOCC compliant  
gender-neutral  
policy

**50**

Coverage across all  
50 states for an  
equitable program

**0**

Budget-neutral, tax  
deductible premium  
expense



*Our team strives to create a "green carpet" experience for our Change Agents, starting with our offerings. Using data we were able to make a case to our Executive team on the value the program can bring and to dedicate a portion of our budget to this new [policy].*

Karen Fong  
Senior Director, Human Resources



# THE PARENTO SOLUTION

Using their employee census data, we designed a customized paid parental leave insurance policy. Analyzing their data allowed us to build a detailed business case with projected annual savings, birth rate risk, and other helpful data points that informed their decision to roll-out Parento.

Client Challenge	Parento Solution
Budget for upcoming leaves + mitigate risks with equitable coverage	Paid Parental Leave Insurance
Guide employees back to work + improve experience	Parent Coaching
Manage complicated payroll in PFL states + streamline processes	Leave Concierge

**CUSTOM POLICY**

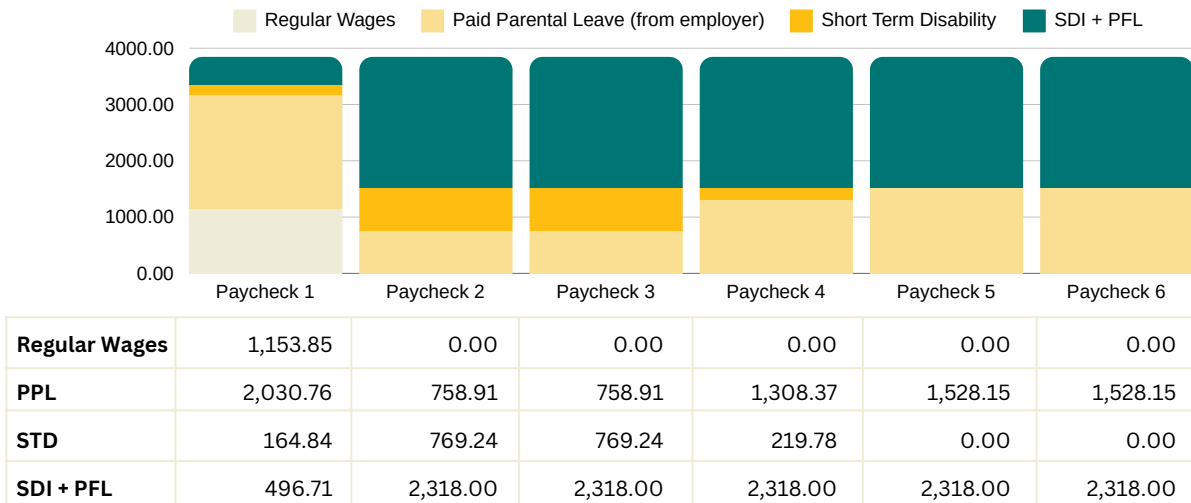
**12 weeks**  
length of leave

**100%**  
% of salary covered

**\$2,000**  
weekly salary cap

## White-glove Leave Concierge for leave and claim management

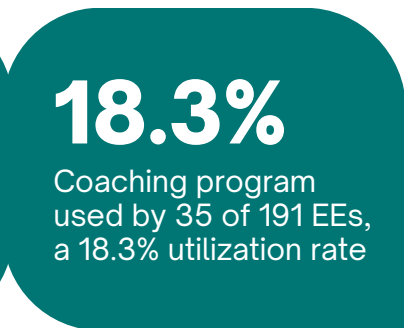
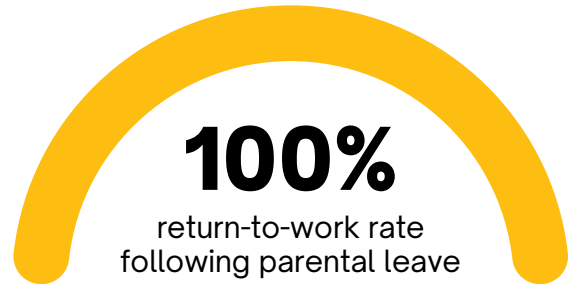
Parento’s Leave Concierge handled complicated payroll calculations and regular reconciliations factoring in offsets and existing programs. Our leave experts calculated our client’s contribution alongside Short Term Disability (STD), State Disability Insurance (SDI), and Paid Family Leave (PFL) when available. We streamlined the process for employees and HR. *See example payroll detail below.*



# RESULTS + REAL OUTCOMES

## Improving Outcomes through Personalized Engagement

With a guided process before, during and after leave, the employee experience has been streamlined and humanized. Parento's personalized and proactive coaching program has helped Rescue team members seamlessly manage their personal and professional lives, help promote a culture of care and mattering, and guided parents successfully back to work full-time.



*Not only did Parento help with the financial aspect of parental leave, but it also provided a coaching program and critical support for new and current parents on our team.*

**Karen Fong**  
Senior Director, Human Resources

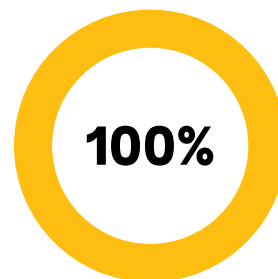


# SUMMARY + CLIENT TAKEAWAYS

Since implementation, utilization has continued to increase with widespread adoption and a strong re-onboarding process among employees returning from leave. As the demand for family-friendly and employee-first policies continues to grow, our client is proud to be among the early adopters of an inclusive, white-glove business solution for paid parental leave.



Likelihood to continue to offer paid parental leave



Importance of paid parental leave in company policy

# THE PARENTO DIFFERENCE

## **A high-touch experience for every employer and parent.**

Parento is the only business solution for paid parental leave providing insurance coverage to mitigate cost and risk, expert leave and claim management and wraparound support for all employees.

Our white-glove suite of products is the only solution directly linked to improved workplace outcomes. Parento is available nationwide to employers with at least 25 FTE.

[Contact Sales](#)

[Why Parento?](#)

