Health of the Employer Pledge Program

Q2 2022 vs Q2 2021

- **NEW SIGNERS**
  - Q2 2022: 164 (+15%)
  - Q2 2021: 142

- **EMPLOYEE REACH**
  - Q2 2022: 282,791
  - Q2 2021: 131,335

2022 YTD vs 2021 Total

- **NEW SIGNERS**
  - 2021 Total: 478
  - 2022 YTD: 360

- **EMPLOYEE REACH**
  - 2021 Total: 1,108,540
  - 2022 YTD: 418,803

### Touchpoints

#### 3 MONTHLY NEWSLETTERS
- **April 2022**: 821
- **May 2022**: 822
- **June 2022**: 874

##### SUBSCRIBERS

#### C-Suite Champions

**HUMANA**
Carolyn Tandy, Head of Diversity Equity and Inclusion
Actions taken: 2/4 age-friendly recommendations
- Best of Leadership Louisville speech
- Top 10 Chief Diversity Officers article

**HOME INSTEAD**
Jeff Huber, CEO
Actions taken: 2/3 age-friendly recommendations
- Building the Caregiving Workforce our Aging World Needs infographic
- Building the Caregiving Workforce our Aging World Needs report
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<th>EMPLOYER EVENTS</th>
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NEW LAUNCHES

- Forbes Article
- Intergenerational ERG Toolkit
- EPP In The News CNBC