



Papa is flexible family care—helping employees care for aging or ill loved ones, children, or themselves.

Papa provides an extra set of hands, via our curated national network of Papa Pals, for help when, where, and how it's most needed.

We're not another digital front door. Papa Pals are help right to your front door.

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Company overview

Year founded	2017	Headquarters	Miami, Florida
Market traction	Papa supports nearly 70 employer, Commercial, Medicaid, or Medicare Advantage health plan populations. To date, Papa has raised \$240 million in funding backed by SoftBank Vision Fund 2, Tiger Global Management, Comcast Ventures, and Canaan, among other revered investors.		

Solution overview

Papa provides personalized non-medical care, companionship, and everyday assistance to employees and their family members via our Papa Pals. Papa Pals are help employees can trust—curated, vetted, and trained to provide high-quality, human help. Our Papa Pals are diverse, just like employees, supporting families across backgrounds, structures, and languages, fostering inclusion and belonging.

Papa Pals represent a new category of care—to meet caregivers and their loved ones where they are—with true help unbounded by the real limitations of traditional programs or infrastructure. We pair tech with services for an unbeatable human experience. Our app makes it simple for employees to enroll, schedule, and manage in-home or virtual visits, and specify personal, child, or elder care needs.

Papa Pals can help employees and their loved ones—spouses, parents, and children—with things like:

- Companionship
- Transportation
- Grocery shopping
- Light housework
- Pet care
- Technology assistance
- Running errands
- Light yard work
- Entertainment activities

Key differentiators

One solution addressing many needs: While other solutions focus more narrowly, Papa provides flexible family care so employers can offer one vendor to address “any” need.

High-quality, human help: Papa Pals complete a background check, vehicle inspection, and vast training. Papa Pals provide hands-on help, rather than just pointing to other resources or related tools.

National, diverse, network: Available in all 50 U.S. states, Papa Pals represent a diverse pool across demographics, personalities, language capabilities, and backgrounds.

Pricing model

Pricing is based on headcount and design, composed of:

Administrative fee: Flat PEPM which covers administrative costs such as implementation, app access, marketing materials, and reporting

Hourly benefit fee: Charged when an employee completes their first Papa visit. The fee is a one time charge for the number of hours an employer chooses (e.g. 10, 20, hours, etc.)