



The Business Case for Neurodiversity: A Buyer's Guide

How (and why) to choose employee benefits that also support neurodiversity



Neurodiversity for Benefits Managers

Congratulations.

You're one of a growing number of forward-thinking HR professionals who recognize the **value in attracting and retaining neurodivergent employees** within your organization's talent pool.

Now comes the hard part: Finding the right neurodiversity benefits partner. **Good news. We're here to help you make the choice easier.**

How to Use This Guide

Not all employee benefits solutions are created equal. This guide is designed to help you understand how neurodiversity benefits can revolutionize your business and unlock the talents of a neurodiverse workforce, including neurodivergent individuals.

From helping you rethink how to best support your people, to deepening cultural humility, to a list of questions to ask before going all-in, this guide is just another way RethinkCare is empowering your organization—and your employees—to reach their full potential.

Let's get started.

Neurodiversity vs. Neurodivergent

Understanding the Difference

Think differently. Learn differently. Act differently. Everyone is unique in the way they work, communicate, and process information. That's the beauty of neurodiversity. **Because neurodiversity encompasses all of us, it's a normal and valuable part of team collaboration.**

Neurodivergent describes individuals whose mental processes and behaviors (in other words, the way they think, feel, and do things) differs from today's predominant societal standards.

Neurodivergence is not a "condition" or something people "have" or "get." Instead, it's an integral part of the identity of millions of people around the world. In fact, according to the National Institutes of Health (NIH), as many as 1 in 5 people worldwide exhibit some form of neurodivergence.¹ What's more, up to 17% of the U.S. workforce is neurodivergent.²

Here are some examples of the types of **neurodivergence** with which individuals may identify:

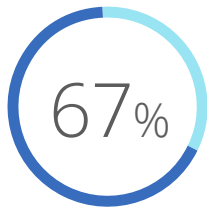
- ADHD (Attention Deficit Hyperactivity Disorder)
- Autism
- Dyslexia
- Dyspraxia
- Dyscalculia (specific difficulty in understanding numbers)
- Tourette's syndrome



As many as **1 in 5** people exhibit some form of neurodivergence.

Neurodivergence at Work and at Home

Neurodivergent employees and caregivers of neurodivergent children face unique challenges in the workplace and at home. Yet because they're unlikely to disclose this part of their lives due to fear of stigma, their struggles are often misunderstood or go unnoticed and unsupported.



of caregivers say they have difficulty balancing their jobs with caregiving duties.

— AARP³



Mental, emotional, behavioral, or developmental disorders affect 1 in 5 children.

— American Psychological Association⁴

Without awareness, leaders, managers, and coworkers can lack insight into how best to empower, motivate, and engage colleagues who are neurodivergent, are parents of neurodivergent children—or both.

Without access to neurodiversity training and benefits, there's a critical gap in cultivating a workplace where every employee can thrive.

Enter Neurodiversity Benefits.

What Are Neurodiversity Benefits and Why Do They Matter?

One workforce. Dozens, hundreds, or thousands of employees. Each with exceptional abilities. All with their own approach and points of view.

Companies that prioritize neurodiversity are fostering a future-forward organization marked by innovation, productivity, and higher levels of employee satisfaction and retention.

Neurodivergent individuals often exhibit distinct strengths, including heightened creativity, advanced problem-solving abilities, remarkable attention to detail, and superior pattern-recognition skills.

But there's a big difference between welcoming unique perspectives and varied talents and truly supporting them with neurodiversity benefits.

Neurodiversity Benefits: Dos and Don'ts

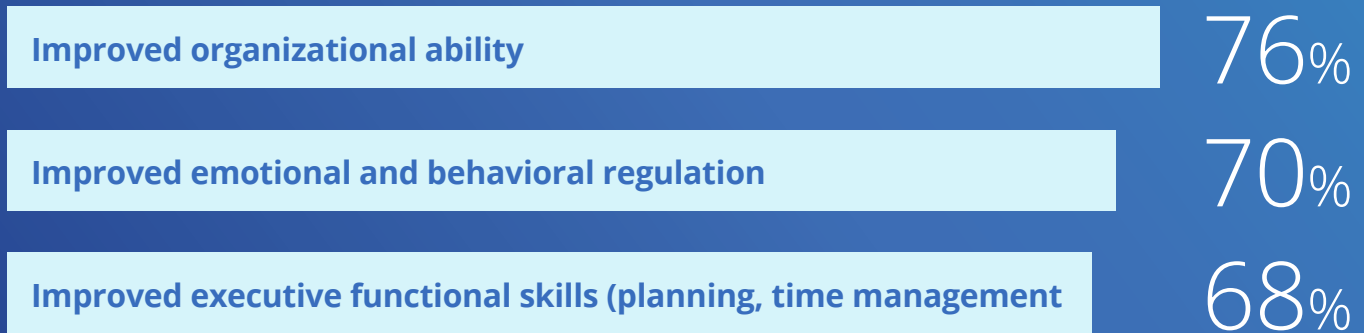
One of the most important aspects of any neurodiversity benefit solution is its ability to address the challenges of neurodivergent individuals while also benefiting all employees.

Here's a list of DOs and DON'Ts of a neurodiversity solution that does both:

	DO	DON'T
Holistic	<ul style="list-style-type: none"> • Provide unrestricted access to all employees. • Ensure anonymity. 	<ul style="list-style-type: none"> • Ask employees to disclose, either with a formal or self-diagnosis. • Require parents to provide a specific diagnosis for their child or need insurance to participate.
Reputable Care	<ul style="list-style-type: none"> • Seek out a solutions provider that works with Board Certified Behavior Analysts® (BCBAs). • Look for a solution that provides both mental and behavioral support, as well as personalized consultations to address things like executive functioning. 	<ul style="list-style-type: none"> • Assume that an unregulated coach or mental health expert has the same qualifications, experience, and expertise as a BCBA.
Global Reach	<ul style="list-style-type: none"> • Consider the needs of multinational employees and those with limited English proficiency (LEP). • Offer multilingual content, live 1:1 consultation support, and interpreters. 	<ul style="list-style-type: none"> • Neglect to ensure equitable access. • Overlook the fact to consider the cultural backgrounds of your employees.
Multichannel	<ul style="list-style-type: none"> • Offer a wide array of educational content, skills, and live support. • Provide content in a variety of formats, including: <ul style="list-style-type: none"> - E-learning courses - On-demand, expert-led trainings - Webinars - Articles and tip sheets 	<ul style="list-style-type: none"> • Forget that the way individuals learn best can vary from person to person.
Personalized Approach	<ul style="list-style-type: none"> • Offer flexible schedule options to support employees' real lives. • Support a tailored approach to 1:1 consultations because personalization isn't a perk—it's the whole point. 	<ul style="list-style-type: none"> • Settle for a cookie-cutter consultation approach.

Healthy Employees are Good for Business

Organizations that prioritize neurodiversity are experiencing a direct impact on employee well-being, productivity, and retention. Plus, this data is not exclusive to neurodivergent employees. For years, executive function support has been widely understood to benefit neurodivergent individuals, but our data indicates it has a demonstrable value to the wider workforce as well.



Source: RethinkCare "The State of Neurodiversity in the Workplace Report," 2025



20 Questions to Ask a Potential Benefits Partner About Supporting Neurodiversity in the Workplace



As the person responsible for making the most of your organization's talent pool, including attracting, recruiting, and retaining neurodivergent employees, here are some questions you can ask a prospective partner to help you make the right choice.

General Questions

1. Is the solution available for all employees, especially neurodivergent employees, and parents of a neurodivergent child?
2. Do you offer a flexible and scalable solution that includes a robust library of digital content, live training, consultations, and parental support?
3. Is a diagnosis required to use the solution?
4. Do you offer one-on-one personalized support?

Credentialing and Expertise Questions

5. Are your consultants also clinicians?
6. Do you provide access to BCBA's?
7. What credentials and experience do your BCBA experts have?
8. Can employees, parents, and caregivers get quick access to care (within 24-48 hours), and can they continue working with the same BCBA?
9. Are BCBA's available days, nights, and weekends?

Content Questions

10. What evidence-based learning areas are available for both neurodivergent and neurotypical employees?
11. Is the content available in multiple languages and do you offer multilingual interpreters?
12. Does the education, training, and support include skill development for executive functioning, communication, motivation, and engagement?
13. Can you tailor the solution for a specific employee population?

Neurodivergent-Supportive Questions

14. How does the solution support both neurodivergent employees and neurodiversity in the workplace?
15. Do you offer one-on-one consultations for executives, managers, and HR teams?
16. Is the solution available to parents, caregivers, and child specialists?

Business Impact Questions

17. Is the solution fast and easy to implement (in as little as a few weeks)?
18. Does your solution work in conjunction with rather than compete against an EAP?
19. Does your solution bill through health insurance?
20. Is a flat-fee (per-employee, per-year) cost basis available so that all employees can take advantage of the benefit while also being more cost-efficient for our organization over time?

Your Next Step

Now that you've taken a deep dive into how and why to support neurodiversity in the workplace, and you've explored best practices for choosing neurodiversity benefits, it's time to take a closer look at RethinkCare.

While awareness and understanding are a good first step, offering information about neurodiversity alone isn't enough. Managers and employees need to go further by learning to identify practices that may unintentionally create barriers. They also need to learn how to adapt to neurodivergent colleagues and support them daily so they can bring their best selves to their work.

RethinkCare brings all of this together in a single solution for neurodivergent employees, working parents, caregivers, and their families, including those with neurodivergent children.

RethinkCare Features:

- **Best-in-Class Care**
Clinical expertise from highly credentialed (BCBA), on-staff workplace neurodiversity experts.
- **Tailored Approach:**
A partnership approach that aligns with culture and values.
- **Personalized Support:**
1:1 support from a clinical team, including personalized consultations for executives, HR leaders, and managers.
- **Quick Access**
Consultations available in 24-48 hours, days, nights, weekends.
- **Easy Implementation:**
Up and running in a matter of weeks, not months.
- **Flexible and Scalable Solution:**
Capabilities that suit—and flex—with unique employee populations and benefit needs.

Learn more and explore all our evidence-based tools, resources, and support to help all employees, including neurodivergent individuals, reach their full potential.

About RethinkCare

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



Rethinkcare.com

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