

CASE STUDY:

The Fully Remote, Fully Ambitious Pro

Madeline Bloch

- New York City, 33 years old
- Senior Director of Strategic Marketing, Phreesia
- One baby girl, Neima, age 8 months

HER JOB:

With a fully remote team, Madeline directs strategy for this healthcare technology company that brings patient intake software to healthcare organizations and helps Life Sciences companies engage with patients at the point of care

PARENT SUPPORTS SHE HAS USED:

- Paid family leave and an initial reduced schedule upon return
- Women's ERG
- Pre-tax childcare FSA
- 100% remote work and flexible PTO



Madeline's Story

Back in early 2020, not yet married but hoping to have a family one day, Madeline started work at Phreesia, a health tech company that had just IPO'd and was growing rapidly. Then came the pandemic. Very quickly, company leadership made the decision to go fully remote, permanently. "I remember our CEO told us that he was having a conversation with an employee who was making plans to buy a house that was close to the train station," Madeline recalls. "And he was like, 'I can't allow someone to make such an important life decision

based on commuting.'" She knew in that moment that her new employer prioritized family health and safety, not just as a product to be sold, but as an intrinsic workplace value. Remote work has, Madeline says, made her a more **productive, innovative, and devoted** employee, a development she has seen as a common bond among her colleagues, too. "There's a deep camaraderie," she explains. "Because people here are committed to the organization and are also committed to their families."

Here's how Madeline measures...

...the value of flex-hours work sprints

Madeline signs off at 5 p.m. each day so she can be there for Neima's bedtime, and puts in the time most mornings at 5 a.m. instead. "I'm a morning person," she explains. "Being able to design that little pocket of time in the morning is sacred for me. My brain works better. My daughter isn't awake yet, so I have total focus. In an early-morning hour, I can respond to 20 emails instead of the usual 1 to 3," she says. That's 7 times her usual productivity, and research shows

that cold emails sent between 5 a.m. and 8 a.m. have the [highest reply rate](#). Madeline also spends that time, “putting the big thinking in,” she says. “At my level, I’m expected to do strategic thinking, and this lets me do that on my terms.” This one hour has exponential value.

...the value of mom skills, scaled

Like most Millennials, Madeline is motivated by finding meaning and pride in her work. “Health equity is something that everyone here is very rah-rah about,” she says, citing how the products she’s responsible for marketing help providers screen for social determinants of health and get visibility into their patients’ lives outside of their appointments. That hits home. “Being a mother, of course, is a full-time job,” says Madeline. “But it’s also very one-on-one. In my work, I feel like I’m able to take my mission and desire to improve the world and do it at scale, touching more and more people.” Employees like Madeline who find greater meaning in their work tend to also put in a higher quantity of work hours, in a feedback loop of satisfaction-to-productivity ratio that has been found to [generate an additional \\$9,078 per worker per year](#). And [research shows](#) that when employees’ values align with company values, they stay longer and work more effectively.

“With remote work and flexible PTO, I never feel like I have to make a tough decision. I can simply plan accordingly. I’m doing what’s right for my family and the business.”

...the value of remote’s geographic diversity

With clients all over the U.S., Madeline says it’s a big plus for Phreesia to have her team all over, too. “This is how we walk the proverbial factory floor,” she says. Plus, “it brings out a curiosity in us about others’ experiences and perspective, helps us challenge our assumptions, and raises the bar for what we all expect of each other.” Indeed, research shows that reducing perceived bias among employees [protects against disengagement and attrition](#), and remote jobs [attract 25% more applications from under-represented—and more experienced—minorities and women](#). Studies show that companies with higher executive level gender diversity have a [21% likelihood](#) outperforming their peers.



...the value of “my way” childcare

Flexible, remote work has given this young family the freedom to adjust their child care throughout Neima’s infancy without an impact on Madeline’s productivity. A part-time nanny for the summer months (Dad is a teacher), daycare during the school year, a co-working space with childcare on-site for days when the regular plan falls through, and Grandma care on extended trips to her husband’s home town. And if they ever decided to make the move permanent, no problem. “I’ve heard from friends at other companies that when their partner pursues a new job opportunity, it means they suddenly have to get a new job, too. I don’t want to leave Phreesia, and thanks to remote work, I wouldn’t have to.”



...the value of ramping up post-leave

After taking 18 weeks of maternity leave (12 fully paid), Madeline was able to return to work on a reduced schedule for two weeks of half-time work, paid in full. “It was like test driving being a working parent,” she raves. “I had time to figure out how to fit in pumping and child care transitions. And this is a fast-paced company. I could really reorient myself to the business priorities and team structures, too.”

...the value of community

While pregnant, Madeline was co-lead of Phreesia’s Women’s Network, a role she says brought an extra layer of meaning to her work at a vulnerable time. That group has had a nice ripple effect, serving as a model for newer ERGs, too. With budget to bring in educational speakers, Madeline says, “I could tell the organization was truly investing in its people—with tangible tools, community, and empathy.” High levels of belonging have been shown to foster a 56% increase in job performance, and to decrease sick days by 75% and turnover by 50%. Losing an employee at Madeline’s level has an attrition cost of 213% of their salary, so retention has huge value.

Calculating the employer’s estimated R.O.I. on benefits she used in the past year

INVESTMENTS

12 weeks of paid leave	\$48,456
Two weeks of full pay for half-time work post leave	\$4,038
Continuing education event for the ERG: \$5,000/100 employees	\$50
FSA:	Typically about \$60
One-Year Investment	\$52,604

RETURNS

75% reduced sick days (based on self-reported base compensation of \$210,000, and 6 fewer sick days)	\$4,848
Five morning power hours per week at an additional value of \$606 per day:	\$157,560
Meaning-driven productivity increase	\$9,078
50% reduced risk of attrition:	\$223,650
One-Year Savings	\$395,136

6.5x R.O.I.