

Personalized support when it matters most

A guide to Empathy, a service that can help you plan ahead and navigate the challenges that follow the loss of a loved one.

What is Empathy?

Empathy is a complimentary service included with your Group Life Insurance provided by Aflac.

Combining technology and human care, Empathy helps families plan for the future, and navigate the emotional and practical challenges associated with loss of a loved one.


Empathy's comprehensive service helps you prepare your will, make funeral arrangements, and supports your family in the event of loss. With our on-demand team of Care Managers and our award-winning app, Empathy is by your side in the moments that truly matter.

Empathy's approach to care

With a holistic, human-centered approach, Empathy has developed specific, impactful ways to relieve families' burden in the weeks and months after losing a loved one.

Whether you are planning for the future or coping with a loss, our comprehensive service provides you with direct guidance, up-to-date resources, and personalized support from our dedicated Care Managers.

We're here to lessen the burden for you and your family, so you can focus on what matters most.



92%
of users report feeling better after utilizing Empathy's services*

189
hours saved by each family on average, using Empathy*

\$3,007
of costs saved on average, by families who use Empathy*

“I struggled after losing both my brother and mother. He was the beneficiary of her trust, and Empathy helped me settle it. I am so grateful.”

Frank, grieving his brother and mother


*These are a result of internal calculations based on data captured by Empathy between 2022 and 2023.

What is included

- ✓ On-demand assistance
- ✓ Online will preparation
- ✓ Funeral planning
- ✓ Funeral pricing tool
- ✓ Burial arrangements
- ✓ Last wishes documentation
- ✓ Legacy planning
- ✓ Family collaboration system
- ✓ Secured scanned document vault
- ✓ Smart checklist and task tracker
- ✓ Vetted vendor referrals
- ✓ Scheduling for professional services
- ✓ On-demand access to Care Team

Who is eligible

Anyone who lives in the U.S. and is insured under an Aflac Group Life policy is eligible to receive Empathy's comprehensive system of support. Each eligible user will receive personalized guidance, automated tools, and informative resources to help them as they plan ahead or navigate the loss of a loved one. Empathy is committed to meeting families wherever they are, whenever they're ready.



How to get started

For pre-planning, visit join.empathy.com/aflac-preplanning to sign up.
For loss support, visit join.empathy.com/aflac-loss to sign up.

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