



A Decade of Change: How Student Loan Support Became an Essential Employee Benefit

September 30, 2025

EdAssist by Bright Horizons is Leading the Way in Student Loan Support for Employees Nationwide

NEWTON, Mass.--(BUSINESS WIRE)--Sep. 30, 2025-- Nearly a decade ago, EdAssist by Bright Horizons launched a transformative initiative to help employees take control of their financial futures by partnering with employers to reduce the burden of student debt through strategic repayment support. What began as a bold idea has grown into a nationwide movement, empowering employees to pay down debt faster and make informed financial decisions, while helping employers attract and retain top talent in a competitive market.

"This program was built on a simple premise: student debt shouldn't be a barrier to opportunity," said Diane Bartoli, Senior Vice President of EdAssist by Bright Horizons. "Over the past decade, we've seen firsthand how employer-sponsored student loan support can change lives, strengthen workforces, and create lasting impact."

Since the program's inception, EdAssist has partnered with 80+ leading employers—including Children's Hospital of Philadelphia (CHOP) and Yale New Haven Health – to deliver scalable, high-impact student loan support to their workforces. These organizations have made long-term investments in their employees' financial well-being, recognizing that student debt relief is not only an incredible benefit but a strategic tool for retention, engagement, and recruitment. Early adopters like Memorial Hermann Health System and Renown Health continue to champion the program, demonstrating sustained commitment to helping their teams reduce financial stress and advance professionally.

For many employees, including one healthcare worker at Yale New Haven Health, the impact has been transformational. [Back in 2022](#), with guidance from EdAssist's student loan coaching service, this employee resubmitted her Public Service Loan Forgiveness application—something she didn't expect to work. Yet in the following January, she received a life-changing letter: her nearly \$350,000 in student loan debt had been erased, and she now owed \$0. Her story is one of thousands that show how employer-backed student loan support can be a true pathway to financial freedom and long-term security.

EdAssist's student loan assistance program is designed to meet employees where they are, whether they're just starting repayment, navigating forgiveness options, or looking to accelerate payoff. With expert coaching and direct contributions, employers are helping their teams reduce financial stress and focus on what's next.

As demand for student loan support continues to grow, EdAssist remains committed to expanding access, deepening impact, and helping employers meet the moment. For more information on EdAssist by Bright Horizons' education assistance and student loan service options, visit BrightHorizons.com/EdAssist.

About EdAssist by Bright Horizons

EdAssist by Bright Horizons is a leading provider of workforce education and student loan solutions, reaching more than seven million adult learners through partnerships with more than 200 of the world's largest employers to deliver high-quality, affordable education programs designed to recruit, retain, and grow talent. In collaboration with over 200 post-secondary institutions in the U.S., EdAssist designs strategic education benefits programs that help build a talent pipeline for in-demand roles, fill skill gaps, and help companies develop the workforce necessary to innovate, grow, and compete in the global economy.

About Bright Horizons Family Solutions Inc.

Bright Horizons® is a leading global provider of high-quality early education and child care, back-up care, and workforce education services. For more than 35 years, we have partnered with employers to support workforces by providing services that help working families and employees thrive personally and professionally. Bright Horizons operates more than 1,000 early education and child care centers in the United States, the United Kingdom, the Netherlands, Australia and India, and serves more than 1,450 of the world's leading employers. Bright Horizons' early education and child care centers, back-up child and senior care, and workforce education programs help employees succeed at each life and career stage. For more information, go to www.brighthorizons.com.

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Source: Bright Horizons Family Solutions Inc.