

#Trending: Employer-Sponsored Fertility Benefits



Infertility affects 1 in 8 Americans, touching employees across the country. So WHY are employer sponsored fertility benefits becoming so popular?

1 A Shift in Workplace Demographics

More Women in the Workforce



57.2% Female Employees

New Millennial Priorities



Education & Career First

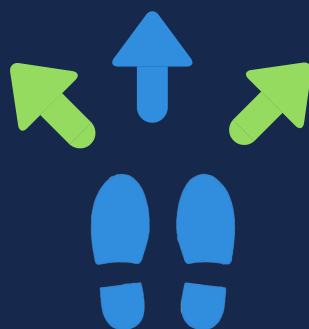
Marriage Equality



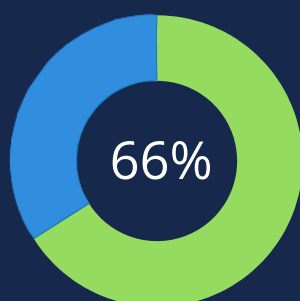
Fertility for All

2 More Competition in Recruiting Top Talent

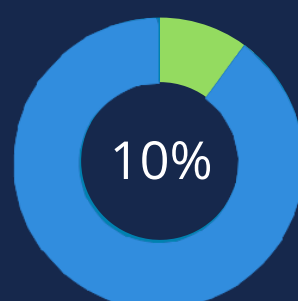
A Strong Economy Means
More Choices in Employment



Employers Currently
Offering Fertility Benefits



Expected Growth in
Employer-Offered Fertility
Benefits in the Next 2 Years



TO ATTRACT STAR TALENT,
EMPLOYERS MUST OFFER MORE RELEVANT BENEFITS

3 Expanding Concept of "Inclusive" Benefits

The path to parenthood is becoming more diverse.
What is offered to one employee, must be offered to all.



Egg Freezing



Adoption



Surrogacy

4 Advantages in Employer-Sponsored Fertility Benefits

Loyal Employees



Long-term Savings
for ASO Groups



**Family
Friendly
Reputation**

Employers can attract and retain the best talent in an increasingly competitive marketplace by offering all-inclusive fertility coverage to employees.