

# 10 step guide to designing inclusive family benefits



Over half of LGBTQ+ millennials in the workforce today plan to become parents or grow their families, and 63% of LGBTQ+ individuals expect to use assisted reproductive technology, foster care, or adoption to become parents.<sup>1</sup> Because of this, the number of employers offering benefits that cover adoption or surrogacy has doubled in the last five years.<sup>2</sup> In order to remain competitive, retain talent, and improve diversity, employers must design inclusive and equitable benefits policies that support all paths to parenthood.

We've developed and built upon the best practices outlined in this guide through years of:

- Listening to our LGBTQ+ Maven members in order to provide personalized care and support that best meets their needs.
- Working with doctors and fertility, adoption, and surrogacy coaches who specialize in supporting LGBTQ+ families.
- Partnering with leading companies to design and implement inclusive programs and benefits policies.

Whole-person care is at the heart of Maven's personalized care delivery model. We believe in healthcare that takes your whole life, identity, and experience into account.



# Here is your step-by-step checklist for designing an inclusive benefits package that supports and empowers LGBTQ+ parents.

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## EVALUATE YOUR CURRENT OFFERING

- Evaluate your existing family and fertility benefits policies:** Do they allow for equitable access and coverage for LGBTQ+ individuals, couples, and single parents? What offerings do you have for adoption, surrogacy, or fertility treatments? Does your plan require a diagnosis of infertility for coverage? How does that requirement impact same sex couples' access?
- Survey your employees** about their experiences with existing benefits and policies, resources, and other internal programs to identify where there are gaps and discuss solutions. Work with your LGBTQ+ Employee Resource Groups and encourage them to share their ideas for how to improve your offerings or propose new benefits solutions. share their ideas for how to improve your offerings or propose new benefits solutions.

## UPDATE YOUR EXISTING BENEFITS

- Revisit the language or clauses in information** provided to your employees about your benefits and policies. Adjust phrases that may be gendered, exclusionary, or heteronormative.
- Update your parental leave and return-to-work policies** to acknowledge and provide support for all family structures.
- If you currently have fertility benefits** that include reimbursement stipends to cover fertility treatments like IVF, IUI, or egg freezing, consider offering a reimbursement for adoption and surrogacy as well.

## FILL GAPS IN CARE

- Provide benefits that support LGBTQ+ individuals on their journey** to parenthood at every step—including through agency, financial, and legal navigation. Because adoption, fertility treatments or other assisted reproductive technology, or surrogacy journeys can be challenging for LGBTQ+ families, your offering should integrate personalized support and affirming healthcare, which can go a long way.
- Ensure your benefits include access to specialized mental health support**, ideally including therapists who support LGBTQ+ folks navigating the emotional challenges of a path to parenthood as well as providers who share their identities and understand their experiences.
- Find out whether the care providers and benefit navigation experts offered** by your existing benefits solutions are trained in gender-affirming and culturally-conscious care. Consider augmenting your existing offerings in this area, as both are proven to improve health outcomes including dramatically reduced rates of depression and anxiety, according to the American Medical Association.

## CREATE A SUPPORTIVE CULTURE

- When you roll out benefits, use inclusive language** that effectively conveys your commitment to all individuals and their unique paths to parenthood. Offer easy-to-access education and resources that help your employees assess their options and find expert guidance if they're considering starting or growing their family.
- Consider implementing manager training**, company-wide education, and resources to understand LGBTQ+ experiences in the workplace and in the healthcare system, and through paths to parenthood.

“I can’t tell you how much it means to me and my husband that my company provides Maven to support us on our family planning journey.”

LGBTQ+ MAVEN MEMBER,  
SURROGACY PROGRAM

1. Building LGBTQ+ Families: The Price of Parenthood, Family Equality Council. December 2019.
2. 2019 Employee Benefits Survey, Society for Human Resource Management. June 2019.



Let’s design an inclusive and equitable offering that meets your needs.

Maven is the largest virtual clinic for families, offering personalized platforms for your employees no matter their path to parenthood. Talk to Maven about comprehensive family benefits customized for your company that meet the needs of all of your employees.

GET IN TOUCH