



MAVEN STEP-BY-STEP GUIDE

# The 2023 Family Benefits Playbook

How to make the case for family benefits in your organization.

# Your employees want better family health benefits

A [recent report by Maven](#) found that 79% of companies plan to maintain or increase their spending on family benefits, despite potentially shrinking budgets. This might seem counterintuitive given the current economic climate, but it reflects a new reality for employers: to stay competitive in a tight market for talent, you need to offer best-in-class family health benefits to give your employees meaningful support when [traditional healthcare benefits fall short](#).

So how do you convince your executive team to keep or expand these benefits? We put together this guide to help you craft your pitch so you can feel confident taking your plan to any stakeholder.



# Here's how to make the case to key stakeholders

When pitching to key stakeholders, come prepared with numbers and stories to back up your ask. In this guide, we break down pitch prep into three easy steps to give you the data you need to sell family health benefits for your organization.

## Step 1

**Get the facts:** your company's parents and parents-to-be need more support than ever

## Step 2

**Get the numbers:** supporting families is good for business

## Step 3

**Get to the point:** digital family health benefits can address your needs and challenges

# Step 1: Get the facts

## Your company's parents and parents- to-be need more support than ever

Anyone who's started or raised a family knows both the tremendous joy and challenges it brings, and employees going through that process always benefit from extra support. Let's analyze the specific challenges for expecting and working parents.



### The challenges for parents-to-be

Expecting parents struggle with [high costs](#) and limited access to care, especially those pursuing alternative paths to parenthood such as [fertility](#), surrogacy, or adoption. After conceiving, expecting parents face more obstacles, namely a disjointed and archaic system [that leaves women and families behind](#).

As a result? Many of your employees [postponed pursuing parenthood](#) or [decided not to be parents at all](#). Making matters worse, in many states, insurance coverage and parentage laws actively discriminate against same-sex couples and single parents by choice.

### The challenges for working parents

Working parents struggle to balance their responsibilities at work and home, with sometimes catastrophic results: untenable rates of burnout and mental illness lead to a mass exodus of parents, [especially women](#), from the workforce.

Additionally, many working parents lack access to timely, high-quality, and cost-effective care, and these problems are only compounded for marginalized communities. For example, rising healthcare and childcare costs disproportionately impact people of color and members of the LGBTQIA+ community.

# The facts

## Limited access to high-quality care

Over

# 50%

of counties in the U.S.  
lack a single OB-GYN

More than

# 25%

of U.S. women wait  
more than four weeks  
to see a specialist



# 38%

of U.S. women  
say that they have  
foregone treatment  
because of the cost

High costs

# \$5K

Families pay on average over \$5,000  
out-of-pocket for pregnancies

# \$20K

For one round of in vitro fertilization, families  
can expect to pay close to \$20,000

# 41%

The cost of childcare has increased  
41% between 2019 and 2022

## Burnout & mental illness

80% of parents are struggling with  
at least one symptom of burnout

Postpartum depression rates among  
mothers tripled during the pandemic

4.8 million working parents  
have “preventable” burnout



# Step 2: Get the numbers

## Supporting families is good for business

Amid rising employee expectations and a tight market for talent, employers need every competitive edge they can get to attract and retain top talent. Let's analyze the top business reasons to pursue family benefits.



### Attracting and retaining talent

Employees want family health benefits that can support them through a tumultuous time, and they're demanding more support for starting and raising families. As a result, better coverage for fertility treatments, [pregnancy options support](#), resources for surrogacy or adoption, and support through the trials and tribulations of parenthood are all rising in importance.

How your company values families ultimately plays a critical role in your ability to attract and retain top talent, [especially millennials and Gen-Z](#). And as we've demonstrated, [traditional health benefits simply aren't enough](#).

### Reducing healthcare spend

Rising healthcare costs haven't just affected individuals: they've impacted employers as well. [Aon](#) anticipates that healthcare costs will increase 6.5% in 2023. Rising levels of risks and complications have also led to cost increases. For example, C-sections account for [one in five childbirths worldwide](#), an increase of 200% in the past three decades. C-sections can cost [\\$1,500-11,000 more than vaginal births](#).

Investing in family benefits that improve perinatal outcomes and reduce spend for individuals will reduce your total healthcare spend by minimizing the probability of complications, unnecessary procedures, and negative outcomes onset by limited access to care.

# The numbers



## Costs are rising

Maternity-related costs are among the largest treatment spend categories for U.S. employers and health plans

**\$22,221**

In 2021, annual family premiums for employer-sponsored health insurance rose 4% to average \$22,221 per year

**\$14.2 Billion**

The total societal cost of untreated perinatal mood disorders in the U.S. is \$14.2 billion

## Talent expects more

**17%**

of employees left their jobs because they wanted a better fit on their path to and through parenthood

**72%**

of employers cite the competitive pressure to attract and retain talent as the primary reason to offer family-friendly benefits

**69%**

of employers plan to differentiate and customize their benefits to compete for talent



## Investments in families pay dividends

Companies with fertility benefits have higher retention and return to work rates

High-quality care can mitigate risks and lower costs

4 out of 5 employees prefer benefits or perks to a pay raise

## Step 3: Get to the point

# Digital family health benefits can address your needs and challenges

When it comes to family health, making a difference is easier than it seems. A digital family health platform such as [Maven](#) can complement and enhance the in-person care provided by your health plan, offering comprehensive, whole-person support for working parents.



### When it comes to family benefits, less is more

Some employers may feel pressure to [add point solutions](#) for specific family health needs, like fertility treatments. But adding too many point solutions can result in an unwieldy benefits ecosystem that can be difficult to navigate.

When it comes to family benefits, end-to-end benefits that focus on whole-person care throughout the entire family journey can help employees get better care throughout their family journey.

### Digital-first solutions can help all employees everywhere

In a remote-first world still affected by the pandemic, telehealth allows people to receive [high-quality care at lower costs with reduced waiting times](#).

Telehealth empowers parents to see specialists such as doulas, lactation consultants, sleep coaches, and mental health providers without having to leave work or their home. Best of all, parents [enjoy—and even prefer—telehealth](#), because it saves them from having to request a day off, find a babysitter, or cram appointments in those precious few after-work hours.

# The point



## Maven members are healthier

20-28%

reduction in NICU admission rates

18-20%

reduction in C-section rates

27-31%

reduction in unnecessary emergency department visits

## Maven members are engaged

70%

of members say Maven helped them learn medically accurate information about pregnancy and/or complications

70%

enrollment rate

4.9/5

avg. appointment rating

## Maven members are more loyal

95%

of fertility members are more loyal to employers because they implemented Maven

Over

90%

of Maven members return to work, compared to the national average of 57%

70%

of Maven members report being more productive at work



# Next steps: finding a vendor and making your pitch

Remember: you're trying to help parents, their partners, and their children stay healthy in a world that's looking different every day. Digital family health benefits can help you future-proof your benefits and provide better care for your employees, no matter what the world throws at them.

To learn how Maven can benefit employees in your organization, [contact us today](#).

