

2024 REPORT

MAVEN

# Maven's State of Women's & Family Health Benefits

How fertility, maternal health, and Gen Z are transforming benefits decisions





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## ● OUR SURVEY METHODOLOGY

Maven’s State of Women’s and Family Health Benefits 2024 report was created based on findings from two surveys, conducted Oct. 23 - Nov. 6, 2023.

The first survey collected responses online from a total of 1,233 adults in the U.S. and U.K., in the HR and benefits space, who listed their primary area of responsibility at work as employee benefits, compensations, and total rewards; recruitment and talent acquisition; learning and development; workplace culture; employee wellness; people analytics; or diversity, equity, and inclusion. The respondents indicated that they have the primary decision-making authority, share decision-making authority with others, or have input into the decision-making process.

The second survey collected responses online from a total of 3,077 adults in the U.S. and U.K. Survey respondents reported they were employed at companies greater than 500 people. Surveys were completed anonymously online.

References to The State of Family Health Benefits in 2023 report refer to the findings from two surveys conducted from Dec.5 - Dec. 21, 2022. [Access the 2023 report.](#)



# The world is changing—and benefits need to change with it



**The world of work is going through seismic shifts**, and it shows no signs of slowing down in 2024. Benefits-as-usual won't be as effective moving forward, and HR teams are shifting their strategies to provide the support that cultivates a high-performing, engaged workforce.

Change isn't new for HR leaders. They've had to figure out innovative ways to attract and retain talent in tight labor markets, foster employee morale during reductions in force, and bring employees back into office—all while continuing to build a **collaborative, productive workforce**.

To better understand the new benefits landscape after a tumultuous few years, we surveyed over 1,200 HR leaders and over 3,000 full-time employees to understand the benefits employees need, and what changes employers are making.

Employees want solutions that **ease the transition back to the office**, like virtual care. Gen Z says they need fully **comprehensive support at work** as they start and raise their families—or they may seek opportunities elsewhere. Companies are prioritizing **menopause support**, understanding existing care isn't enough as Gen X navigates this stage of life and millennials begin to enter perimenopause.

The benefits of extending this support go beyond healthier employees. Employers that prioritize comprehensive women's and family health care see increased engagement, stronger loyalty, reduced administrative burden, lower healthcare costs, and higher ROI. Doubling down on women's and family health benefits isn't just a response to changing times—it's an **investment in the future**.



## What are digital women's and family health benefits?

Throughout this report, we use the term **digital women's and family health benefits** to refer to solutions that support employees along their reproductive health journey and when starting and raising families, augmenting the in-person care benefits offered by health plans.

These benefits are technology-enabled solutions that can connect individuals to real-time care, 24/7/365. The platform could provide clinical, emotional, and financial support for preconception, fertility, adoption and surrogacy, pregnancy and postpartum, parenting and pediatrics, menopause, and more.





# Rising costs are unsustainable for employers and employees alike







● II. RISING COSTS ARE UNSUSTAINABLE FOR EMPLOYERS & EMPLOYEES ALIKE

## Concerns about healthcare costs are affecting employee trust

100

79%

of U.S.-based employees are concerned or very concerned about the **rising cost of healthcare**

50

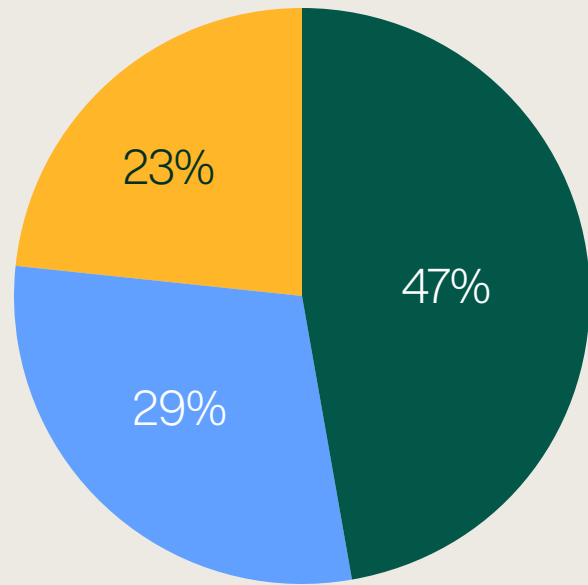
34%

expect to **change how they access healthcare** because of the costs of care



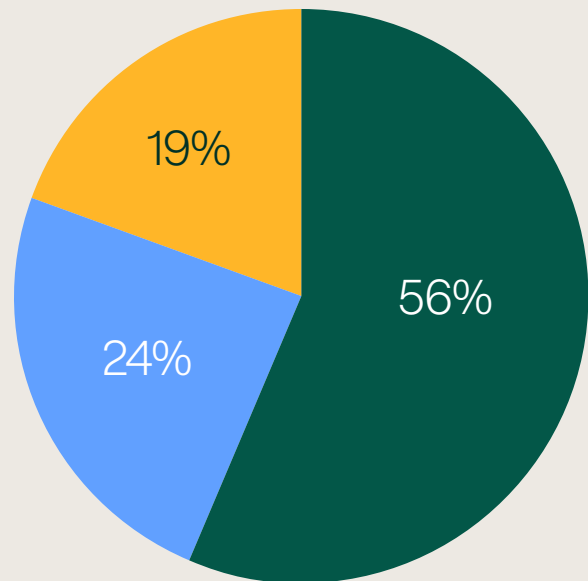
● II. RISING COSTS ARE UNSUSTAINABLE FOR EMPLOYERS & EMPLOYEES ALIKE

We asked employees:



Do you trust that your employer is trying to **minimize your healthcare costs**?

- Yes
- No
- I don't know



Do you trust that your employer is trying to get the **best quality healthcare**?

- Yes
- No
- I don't know



THE TAKEAWAY

Amid the host of changes over the last few years, rising healthcare costs are top of mind for employees going into 2024. Over **two-thirds of U.S.-based employees express concerns about rising costs**, and some report they will change how they access healthcare because of it—potentially delaying or not seeking treatment when needed.

While the majority of employees trust that their employer is trying to minimize costs while providing the best quality of care, over a quarter lack this trust in their companies. As the way the world works shifts, trust among employees and their companies is tantamount. Employers must **build trust with their workforce to ensure healthcare and benefits utilization**, driving improved outcomes and ROI.



## The point solution bubble has burst

**Given the rising costs of healthcare**, U.S.-based employers are shifting their approach to investing in new or existing reproductive and family health benefits:

**38%** are **consolidating benefits vendors**

**34%** are selecting benefits providers through **health plan recommendations**

**32%** are **removing benefits with low or no adoption**







● II. RISING COSTS ARE UNSUSTAINABLE FOR EMPLOYERS & EMPLOYEES ALIKE

## Employers are consolidating benefits to maximize impact

### THE TAKEAWAY

The last decade has seen a proliferation of point solutions trying to tackle the needs of an increasingly diverse and dispersed workforce. This has resulted in administrative burden for employers and a fragmented experience for employees, leading to low adoption of benefits.

To build benefits better suited for a modern workforce, the top priority for U.S.-based companies is **consolidating benefits vendors**, eliminating these point solutions that only cover one aspect of the family journey. Instead, many companies are shifting to more comprehensive solutions that expand their benefits coverage and provide care through the full reproductive health journey.

Others are looking for vendors that provide ROI guarantees or removing benefits that have low or no adoption among employees, demanding a **higher standard of outcomes from vendors**.



# The state of women's & family health benefits: Employees







Additional support can make the difference between an employee staying or leaving

100

31%

50

of employees are currently expecting a child or possibly planning to grow their family in the next one to two years



● III. THE STATE OF WOMEN'S AND FAMILY HEALTH BENEFITS: EMPLOYEES

57%

of employees have taken, or might take, a new job because another job offered **better reproductive and family benefits**



THE TAKEAWAY

In 2023, many challenges facing employees at work and at home came to a head. Many still **struggle to balance work with caring for their families**, while others have been trying to start or grow their families amid a complicated economic environment.

Employees who aren't getting the support they need would consider leaving their jobs, with nearly one in three employees ranking **reproductive and family benefits as a key reason they would leave their current position for a new job**.





# Employees want benefits that cover their full family journey

## THE TAKEAWAY

Better benefits are a key ingredient in cultivating a high-performing, engaged workforce amidst changes. Employees' are looking for **clinical, emotional, and financial support** throughout the various stages of their reproductive health and family journey, without gaps in care or having to switch between vendors, platforms, and providers. If they don't receive the support they need, they may look for opportunities elsewhere.

Offering support for fertility treatments like in vitro fertilization (IVF), for example, can be a good first step. However, financial support alone overlooks the needs of employees who may want preconception support and are not yet ready for IVF or other intensive interventions, or those who bring home a child and need parenting or childcare support. Companies that don't offer this **comprehensive, equitable care** may risk losing employees to competitors that do.

Employees' top benefits priorities are:

Maternity and parenting support, including paid parental leave



Fertility support for men and women



Menopause support



Mental health support



Support for preparing to have a family



Childcare support and support for caring for elderly, disabled, or ill family members





“Employee wellbeing is one of our top priorities. **Women’s and family health benefits empower our colleagues** to focus on their families and themselves while enabling them to bring their whole selves to work.”



**Jackie McNeil**

VP, U.S. Benefits, Deutsche Bank

Deutsche Bank  
USA



## Virtual healthcare reduces resistance to in-person work

100

91%

of survey respondents are required to **work in-person** at least some of the time

50

60%

of employees say that **access to virtual healthcare** makes it easier for them to work in person



### THE TAKEAWAY

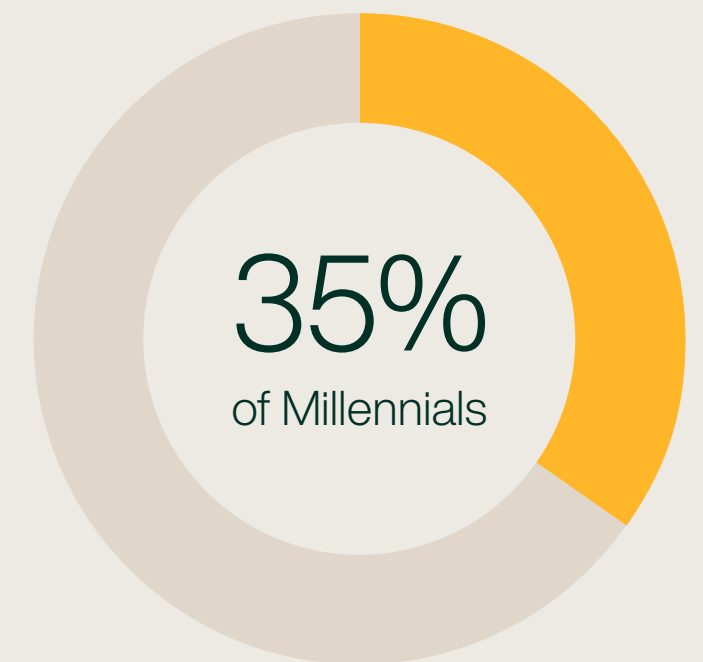
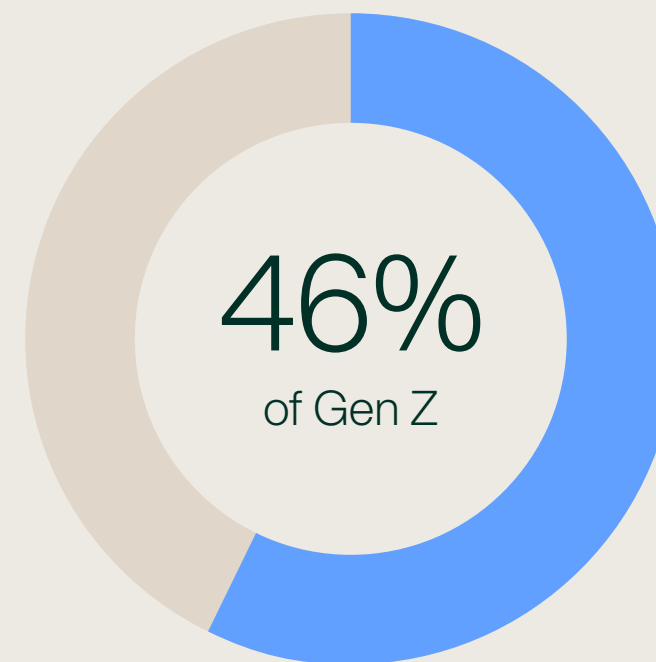
As some companies transition their employees back to the office, others adopt a hybrid work environment, and some look for ways to better support their in-office employees, **virtual care can be a key component** of meeting diverse employee needs. Partnering with vendors who can augment in-person care by offering on-demand support can help ease employees' transition into new working norms without compromising the quality of or access to care.





● III. THE STATE OF WOMEN'S AND FAMILY HEALTH BENEFITS: EMPLOYEES

Gen Z and millennials are going where the women's and family health benefits are



report that **reproductive and family health benefits influences their decision** to stay at their job or take a new one

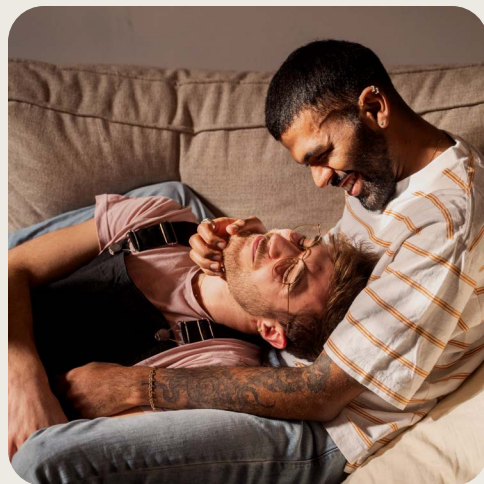


# Providing comprehensive care across generations

- GEN Z

As more individuals from Gen Z enter the workforce, companies need to start aligning their benefits to the needs of this generation. Compared to the generations before them, Gen Z is the most likely to take a new job or consider doing so based on the reproductive and family health benefits available.

Gen Z is especially focused on comprehensive care for their full family and reproductive health journey (even if they haven't started their family yet), prioritizing support from maternity through parenting.



GEN Z BENEFIT PRIORITY

Preparing to have a family before trying to get pregnant

- MILLENNIALS

Like their Gen Z counterparts, millennials are especially focused on the full realm of family support, as many are either trying to start families or navigating parenthood. Millennial employees also rank mental health support as a must-have, highlighting the importance of extending support beyond employees' physical health as they navigate their family journey.



MILLENNIAL BENEFIT PRIORITY

Fertility support for men and women

- GEN X

As Gen X ages, family health care is still top-of-mind, but many are looking to the next phase of the reproductive health journey: menopause. Facing stigma and a lack of support from the traditional medical system, many are looking to their employers to provide them with access to better menopause care.



GEN X BENEFIT PRIORITY

Menopause support

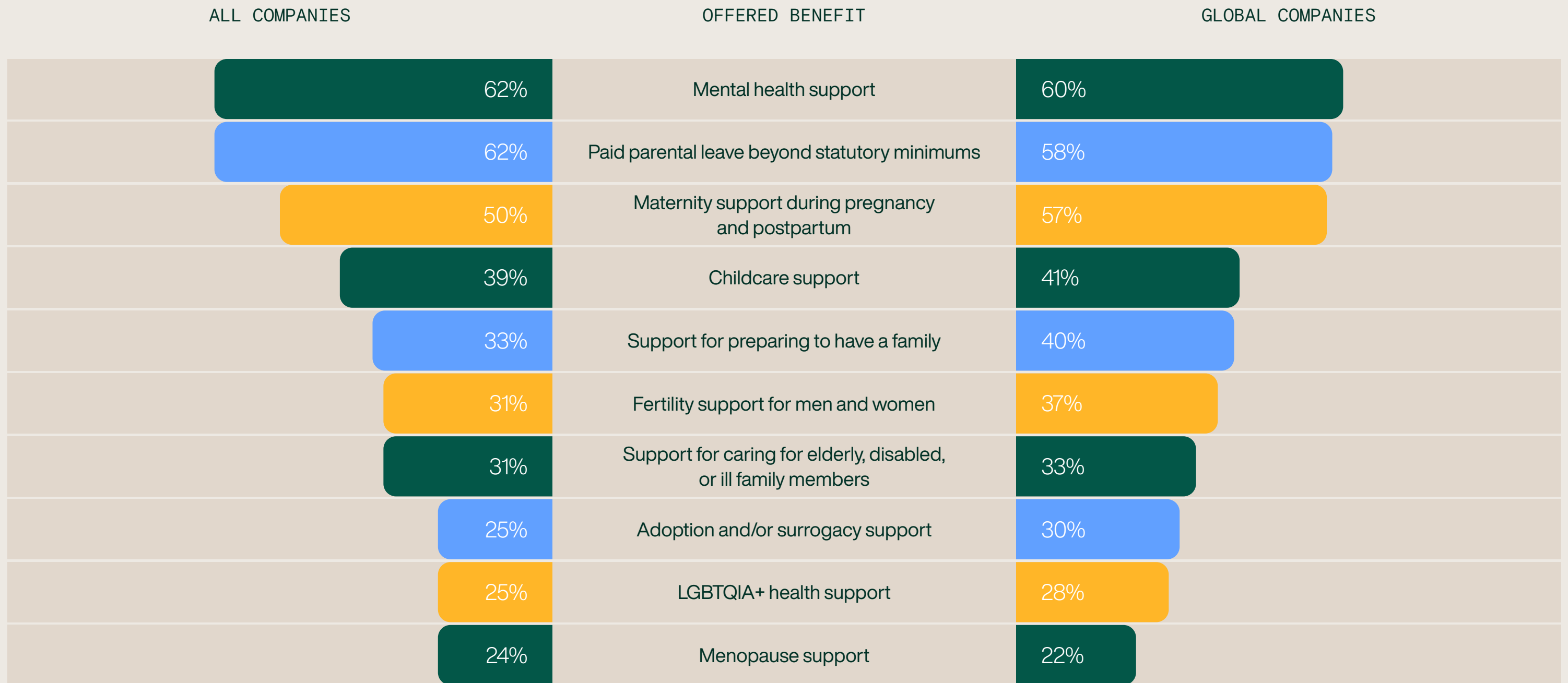


# The state of women's & family health benefits: Employers





# Employers current benefits: Spanning the family & reproductive health journey





# Data deep dive: Who is prioritizing menopause and fertility support?



Companies who rank **menopause support** as a top priority:

SIZE  
1,001-10,000 employees

INDUSTRIES  
Retail & Hospitality  
Professional Services  
Education



LOCATION  
United States

Companies who rank **fertility support** as a top priority:

SIZE  
1,001-10,000 employees

INDUSTRIES  
Real Estate  
Government/non-profit  
Education



LOCATION  
United States



# Global employers are focused on benefits equity

100

57%

50

of global employers report it is a high priority to offer comparable benefits across all countries

up from 54% in 2023

## THE TAKEAWAY

In a changing world, it's no surprise that **mental health support is table stakes** for both national and multinational organizations. In 2024, we expect employers will increase their focus on the efficacy of mental health support, ensuring that offerings are driving outcomes and impact.

**Menopause support remains an underserved area**, with less than a quarter of companies offering this support to their employees. As many employees—often in leadership positions—struggle silently through menopause symptoms, providing care through this stage of life is only going to be more essential. Quality menopause support will allow employees to take charge of their midlife health, positively impacting their career span and health in the long term.

Companies recognize the importance of **fertility care—and the support that comes before it**. Around a third of companies offered fertility support for men and women, with slightly more offering support for preparing to have a family. Employers understand that quality preconception care can help employees potentially avoid invasive, costly fertility procedures down the line.



Family benefits provide essential support—and draw employees in



48%

of employers plan to **increase their family health benefits** in the next two to three years

70%

of employers say that reproductive and family benefits are important or very important for **attracting employees**

75%

of employers say that reproductive and family benefits are important or very important for **retaining employees**

Employee attraction and retention is the **top measure of success** for companies implementing family benefits

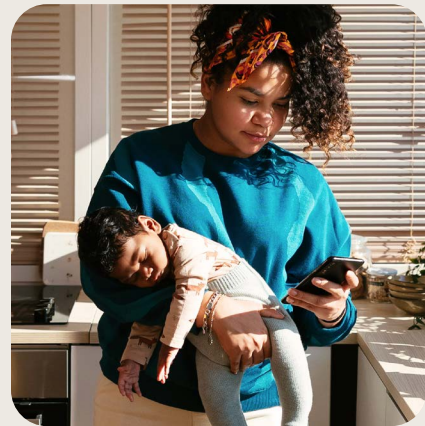


## Employers' top family benefits priorities in 2024

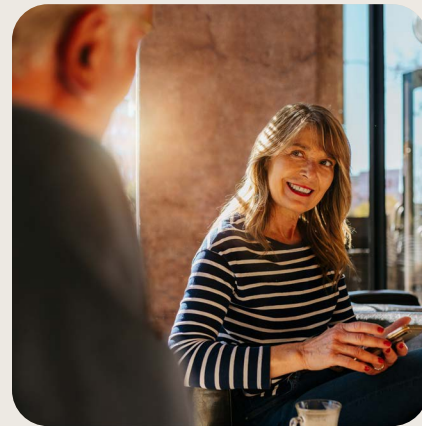
Mental health support



Childcare support and support caring for elderly, disabled, or ill family members



Maternity and parenting support, including paid parental leave



Fertility support for men and women



Menopause support

### THE TAKEAWAY

In 2024, employers are leaning into **reproductive and family health benefits to attract and retain employees**. With consolidating benefits top of mind, employers are looking for **comprehensive support** that covers employees' full reproductive health journey. Nearly half plan to expand their offerings through select end-to-end vendors to drive ROI and ensure all employees can access quality care along their reproductive health journey.





“Equitable family benefits are a critical component of our talent attraction and retention strategy. We want to assist employees in **all stages of parenthood**, so they are able to balance the demands of work and family while excelling in their careers.”



**Allyse Scelfo**

Director of Total Rewards at Volvo





# Designing impactful family benefits





## Vetting benefits partners to drive long-term success

To best support employees along their reproductive health and family journeys, employers need to be strategic about choosing a vendor who can make a real impact for employees in the new world of work. Keep these **four key areas** in mind when vetting potential women's and family benefits partners:



### #1

Do they provide high-quality care, driving ROI?



**30%** of employers are selecting benefits partners that give ROI guarantees



**22%** are selecting benefits providers based on evidence of clinical outcomes

**Quality of care is tantamount**—find a vendor with proven clinical and business outcomes that positively impact your business and employees. ROI should be considered early on in life stages like preconception, where employees with the proper support can avoid costly fertility treatments altogether.

### #2

Does the vendor offer comprehensive, end-to-end support?



**59%** of companies partner with one to three family benefits vendors (up from 56% in 2023)



**38%** of companies plan to consolidate their benefits to an all-in-one vendor

Look for a partner who offers **depth of care** and **continuity of care** from preconception through fertility, pregnancy, parenting, and menopause.



● V. DESIGNING IMPACTFUL FAMILY BENEFITS

#3

Do they help employees avoid unnecessary treatments?

**21%** of companies plan to add fertility benefits in the next year

Ensure that your benefits vendor offers **clinically-robust preconception coaching** and doesn't have financial incentive to drive patients into clinics for fertility treatments.

#4

Is their platform easy for employees to use?

**52%** of employees like their reproductive and family benefits because they're easy to use

Work with a vendor who offers an **intuitive digital platform and enrollment support** that drives engagement. Look for easy onboarding, straightforward financial management, on-demand access to support, modern design, and an all-in-one platform.





“Just as every family looks different, every path to creating that family looks different too. In expanding our partnership with Maven, we’re proud to **offer employees personalized support**—no matter where they are or what phase they’re in on their family building journey.”



**Stacey Marx**

Head of Global Benefits at AT&T

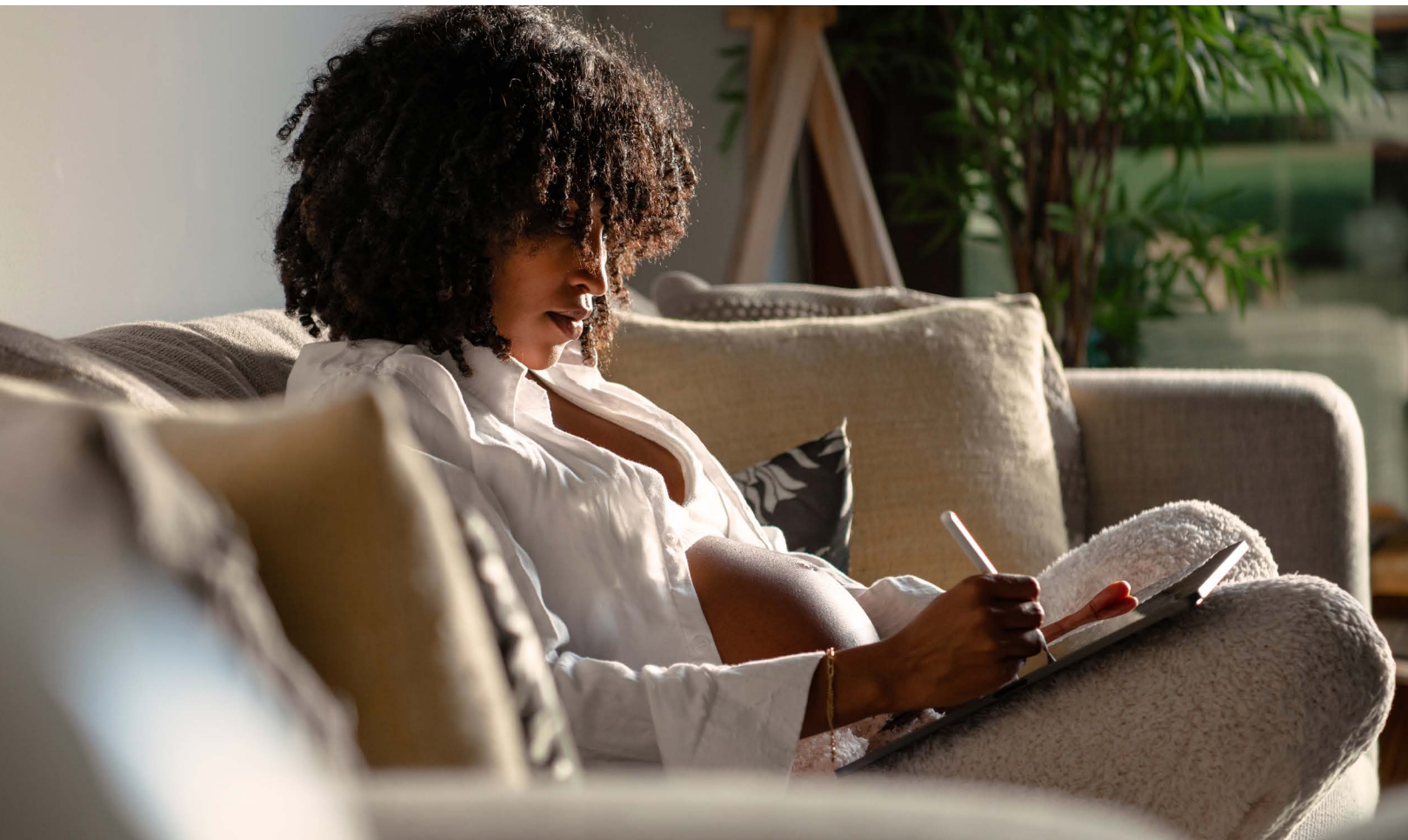




## The future of benefits: Comprehensive, consolidated & equitable

A changing world means that old ways of approaching benefits are no longer effective. There are strategic changes employers can make to ensure their offerings align with the support their diverse workforces need.

Many companies are offering—or plan to switch to—a comprehensive, equitable benefit that spans all stages of starting and raising a family, with no lapses in care. With this comprehensive, consolidated solution, employees can have a seamless reproductive health journey, and you can rest easy knowing that your employees are getting the support they need to navigate changes.



Maven delivers exceptional care at scale

25%

of fertility members  
achieve **pregnancy  
without IVF/IUI**

UP TO  
28%

**NICU reduction**

Companies who invest in Maven see  
**2 - 4x clinical and business savings**

33%

of members better  
**manage anxiety/  
depression**

96%

of Fertility & Family  
Building members are  
**more loyal to their  
employer**



● WRAPPING UP

## Transforming women's and family healthcare with Maven

Maven is the world's largest virtual clinic for women and families on a mission to make healthcare work for all of us. From preconception and family building to pregnancy, postpartum, return to work, parenting, menopause and beyond, Maven's intuitive platform removes barriers to accessing holistic support, while improving health outcomes and return-to-work rates and reducing costs for employers.

To learn more about how Maven can support your employees, [contact us today.](#)

