

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

How rising costs and evolving needs
are reshaping workplace benefits





SURVEY METHODOLOGY

Maven’s State of Women’s and Family Health Benefits 2025 report was created based on findings from two surveys, conducted Oct. 24 - Nov. 1, 2024.

The first survey collected responses online from a total of 1,569 adults in the U.S., U.K., and India, 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 3,752 adults in the U.S., U.K., and India. Survey respondents reported they were employed at companies greater than 500 people. Surveys were completed anonymously online.

References to Maven’s State of Women’s and Family Health Benefits 2024 report refer to the findings from two surveys conducted from Oct. 23 - Nov. 6, 2023 in the U.S. and U.K. [Access the 2024 report.](#)

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It's getting harder *and more* *expensive* to raise a family.

Working parents and parents-to-be are navigating burnout, high healthcare costs, and increased anxiety around family building. Meanwhile, HR and benefits teams are under intense pressure to lower costs while still providing better women's and family health support for their employees.

This balancing act isn't new for HR leaders, but **the stakes are higher than ever**. Every day of inaction means worse outcomes for employees—and increased costs with inadequate results for employers.

To better understand the current landscape of women's and family health support, we surveyed over 1,500 HR leaders and over 3,700 employees about the challenges they're facing—and the changes they're making.

While the problems facing employees and their companies are multi-faceted and complex, there are clear solutions for HR and benefits leaders looking to provide better care for employees while boosting their bottom line. Instead of checking a box with ineffective solutions, **employers are prioritizing comprehensive, holistic women's and family health benefits** that are proven to improve health outcomes and lower costs for employees and their company alike.

HR leaders have the power to drive real change, enhancing employee support while improving the financial health of their organization. Smart investments in digital women's and family health aren't just a response to challenging times—they **ensure future success**.

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.





PART II

Families face a perfect storm of obstacles

Rising costs are squeezing employees and employers



80

Among employees that pursued fertility treatment:

60

40

20

28%

incurred debt to
cover healthcare
costs

45%

delayed or
forgoed other
financial priorities
due to healthcare
costs

46%

received a
surprise healthcare
bill or paid more
than expected

53%

lacked clarity
on costs before
starting treatment

66%

took or
considered
taking a new job
because of better
reproductive
and family health
benefits

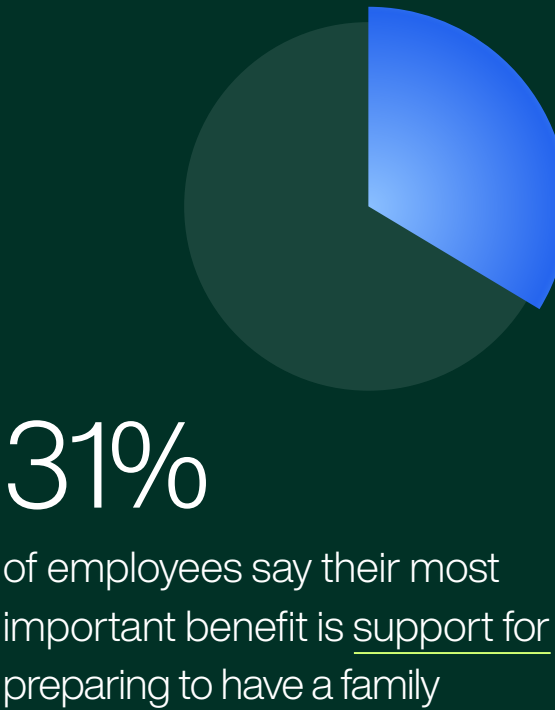
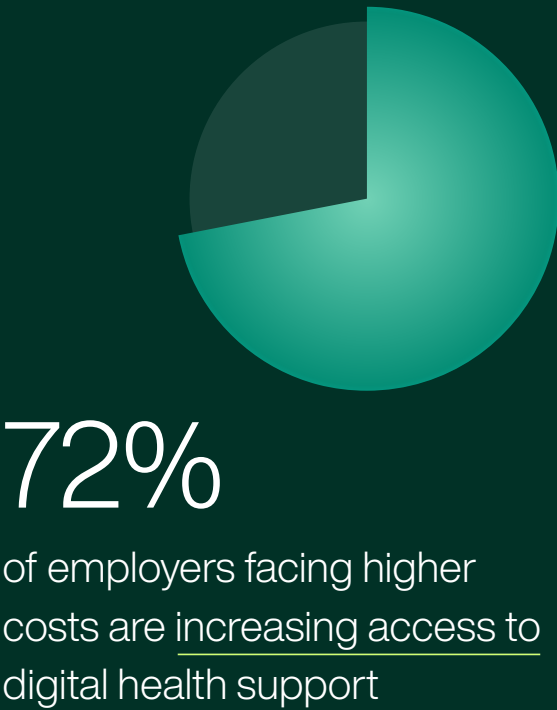
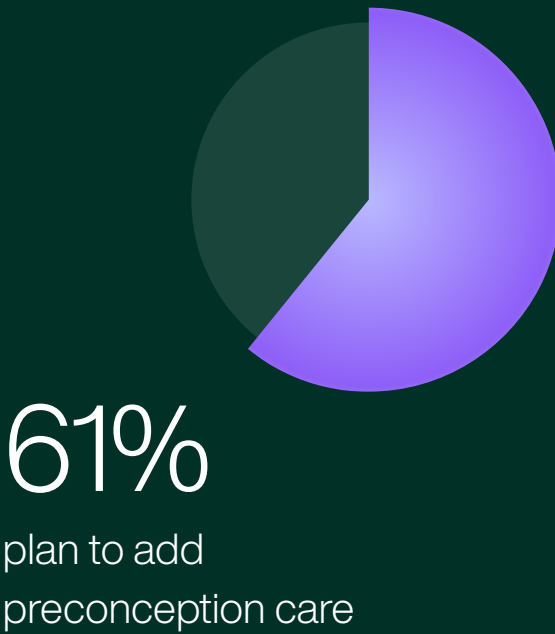
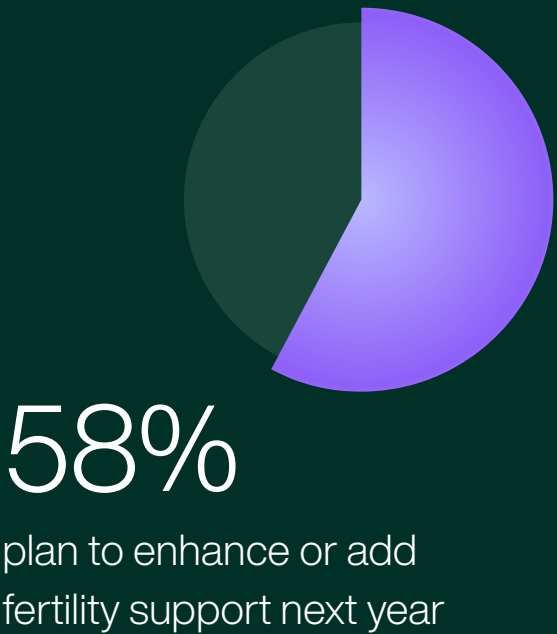
72%

had to wait
longer than
they wanted to
get a medical
appointment for
fertility care



How companies are making a difference

Of employers facing higher costs:



THE TAKEAWAY

Rising fertility care costs are a top concern for employers and employees alike in 2025, with nearly half of employees paying more than expected—and some even incurring debt to cover costs. Nearly one in three (30%) employees have pursued fertility treatment, adoption, or surrogacy, and they shouldn't have to shoulder unmanageable costs to start their families.

More holistic care can serve as an antidote to increasing costs, which is why **the majority of employers facing higher costs are bringing on preconception care and fertility support in the next year.** Preconception care provides employees with the resources they need to better understand their fertility, helping many avoid fertility treatment altogether.

Those that do need to seek fertility treatments can get holistic digital support during their journey, helping them connect with high-quality clinics and get clear insight into their financial coverage and reimbursement to avoid surprise bills. In some cases, this support can reduce the rounds of treatment needed to achieve pregnancy. The fertility treatment experience is broken for employees, and employers who provide the right benefits will reap the rewards.

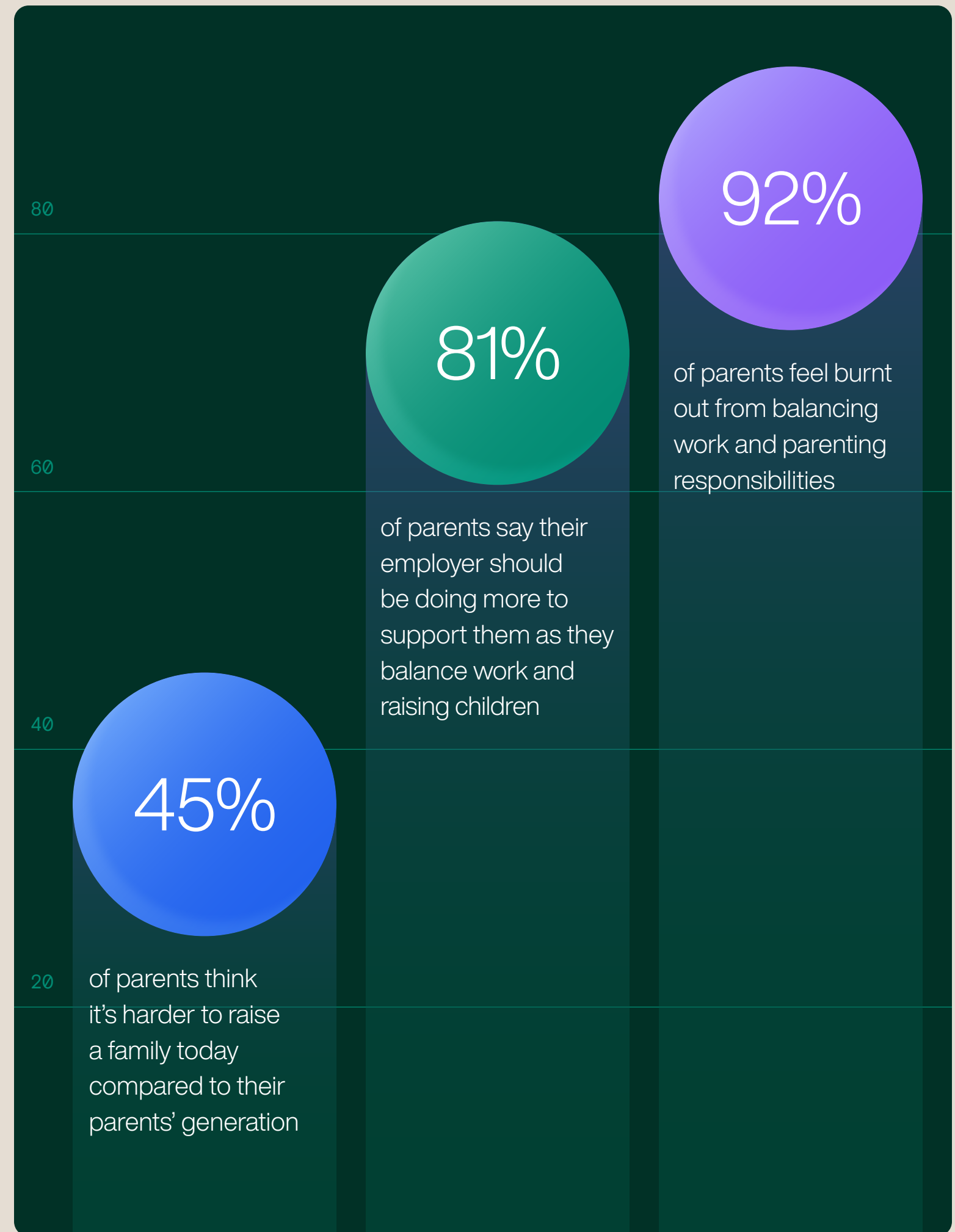


Working parents are reaching new levels of burnout

The biggest challenges facing working parents:

44% say balancing the demands of work with raising their children

42% say the cost of raising a family



80%

of employees say their organization doesn't offer any parenting support.

In those organizations:

41%

of employees say they might seek a new job to get better family health benefits

24%

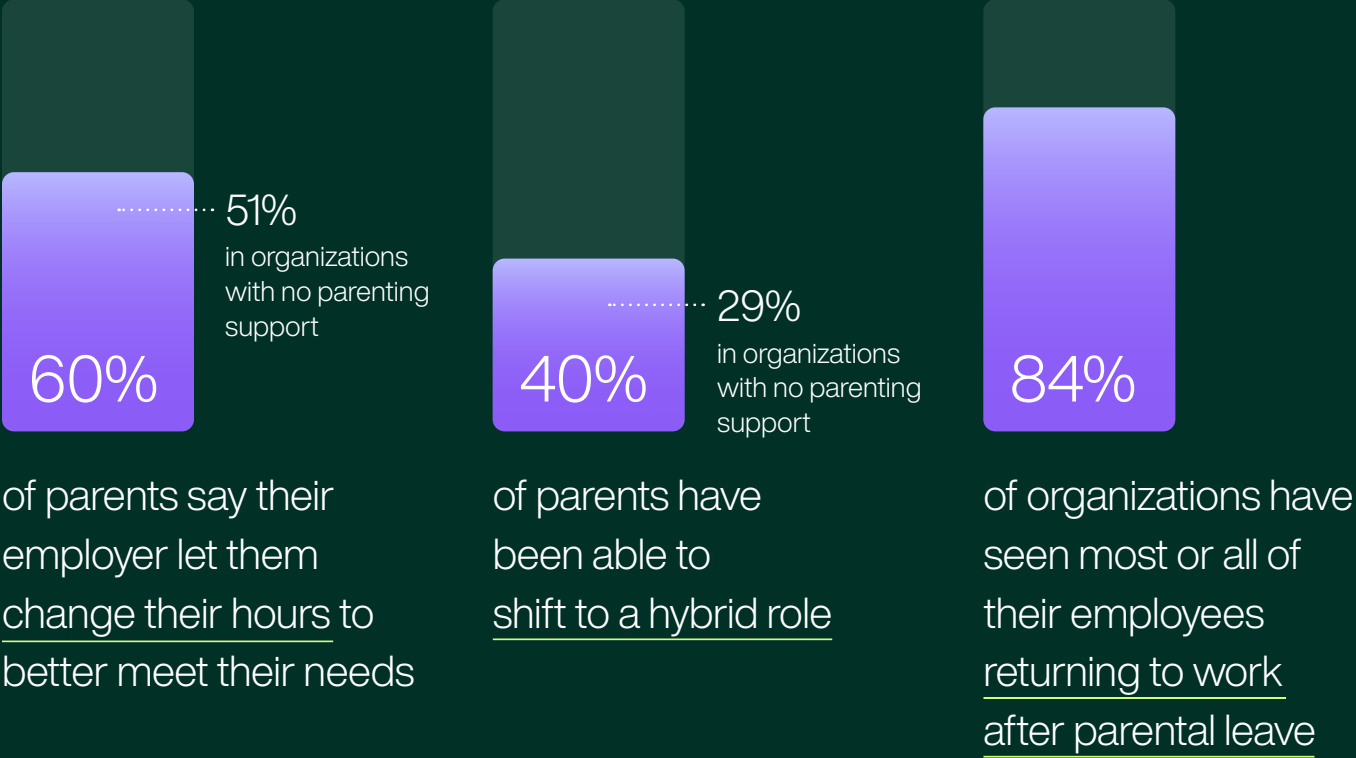
of employees have taken extended leave or career breaks



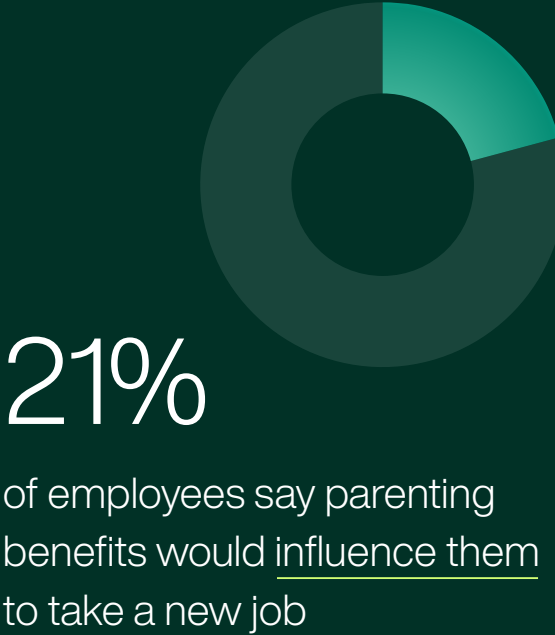
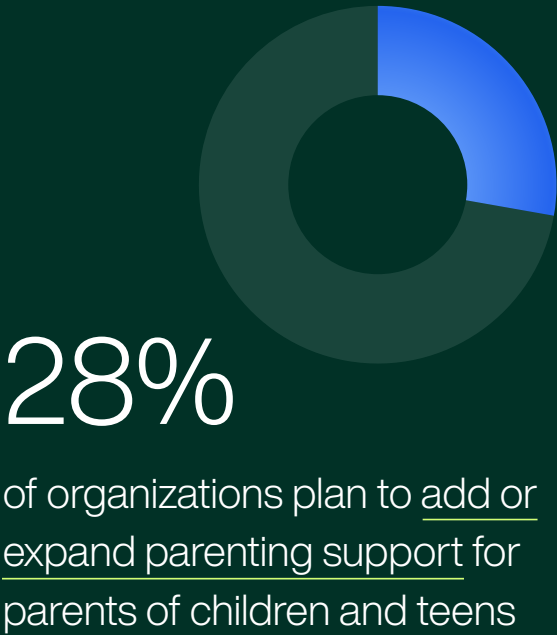


How companies are making a difference

In organizations that support parents well:¹



1. Employers who said that their benefits supported parenting “well” or “very well” in the survey



THE TAKEAWAY

The impact of rising costs aren't just limited to fertility care. Steady inflation, increasing childcare costs, and a general lack of support are exacerbating problems facing working parents. Almost half of working parents say the **cost of raising a family is their biggest challenge**, and **nearly all working parents feel burnt out** from balancing work and parenting responsibilities—underscoring the recent Surgeon's General advisory² on rising parental stress.

The roadmap for lessening the burden on working parents can be seen in organizations with good parenting support: They offer employees flexible hours, parenting benefits, and the option for hybrid work. Those that don't offer this necessary support face a potential exodus of working parents, with **nearly half of employees at those organizations saying they might seek a new job to get better family health benefits**.

2. <https://www.hhs.gov/surgeongeneral/priorities/parents/index.html>





“There are so many challenges that are involved in building a family, and we want to be sure we’re supporting every employee, no matter their path to parenthood. We prioritized women’s and family health benefits that gave our diverse group of employees the inclusive care they needed as they started and raised their families - physical, emotional, and financial.”



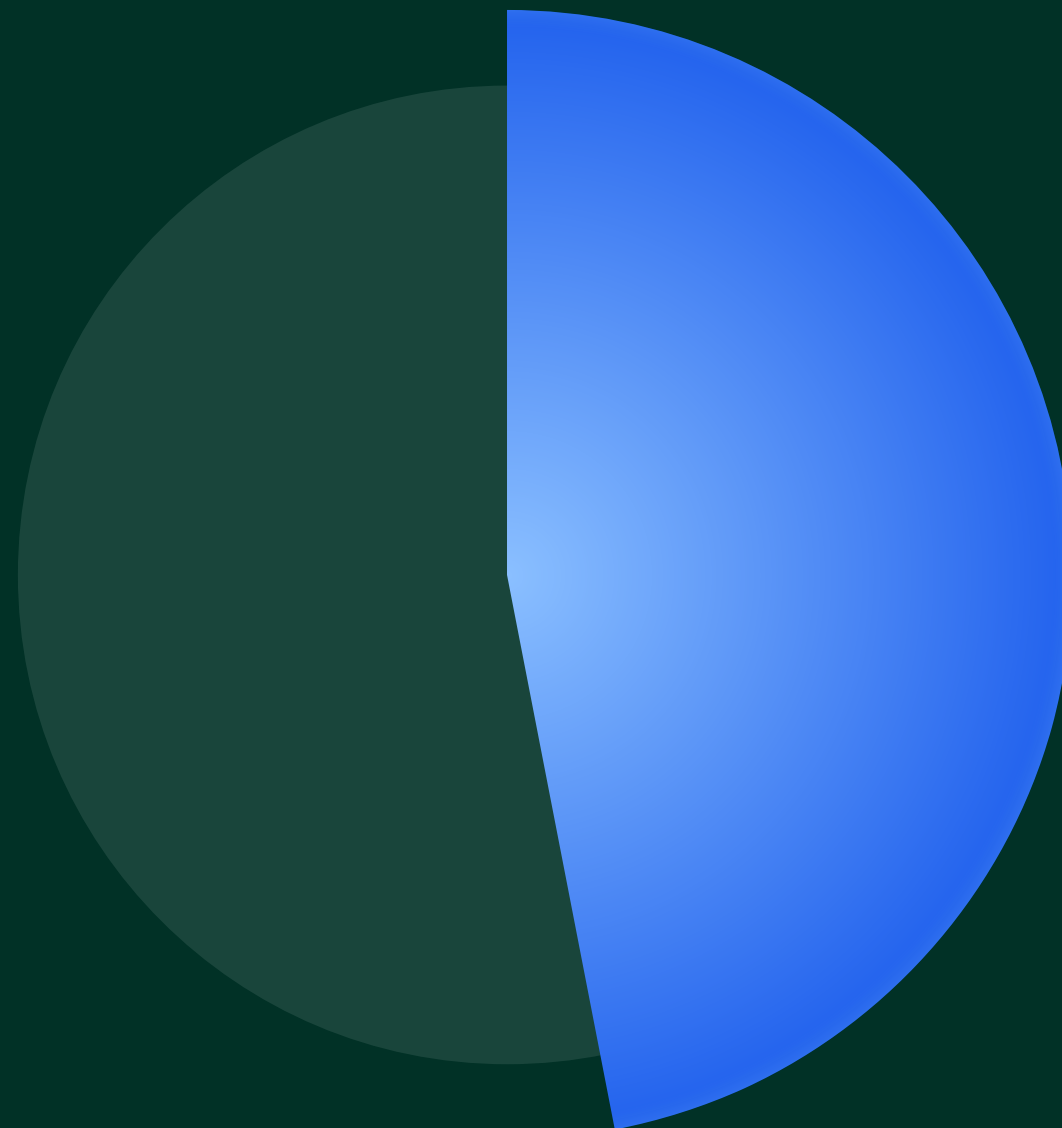
Debbie Westover
Director of Benefits, SoFi



Reproductive health concerns are on the rise in the U.S.

47%

of U.S.-based employees who are expecting or considering having a child report they are **more concerned about their reproductive health** than in previous years due to changing access to care after the election



THE TAKEAWAY

On top of increasing costs and burnout, fertility and pregnancy care has also gotten more difficult for many U.S.-based employees and HR leaders to navigate. Care for parents-to-be varies drastically, and many are faced with a lack of clarity around available options. This divergent access to care is causing increased anxiety, complicating travel, and worsening outcomes for employees who are planning to grow their families, with **nearly half reporting they're more concerned about their reproductive health** than in previous years.

Employees increasingly look to their employers for leadership in this area, advocating for continued access to care while expanding reproductive health benefits. For employers, meeting these expectations requires flexible and scalable solutions. By partnering with digital health providers, **HR leaders can offer personalized, equitable care that supports employees no matter where they live**—turning a fragmented system into a foundation of stability and trust.

3. Employers were responding to the question: "After the U.S. election in November, there could be changes in access to fertility care. If this occurs, what changes would you consider making to your women's and reproductive health benefits?"

How companies are making a difference



52%

want their employer to advocate for continued access to comprehensive reproductive health services



52%

want their employer to expand the reproductive health benefits they offer



48%

of employers plan to expand fertility coverage to ensure broader access in face of the shifting reproductive health landscape³

The state of women's and family health benefits: *Employees*



Better benefits help retain family-focused employees



100

69%

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

50

47%

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

0

Employees' top benefits priorities in 2025

Mental health support



Support for preparing to have a family



Childcare and parenting support



Maternity support during pregnancy and postpartum



Support for caring for elderly, disabled, or ill family members



Fertility support for men and women



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

THE TAKEAWAY

With many employees struggling to thrive in a society that doesn't adequately support them or their families, they're turning to their employer to fill gaps in care. Employees are seeking seamless, end-to-end benefits that address their physical, emotional, and financial needs—ranging from mental health and childcare to fertility and parenting support.

In a competitive talent market, **employers that fail to provide comprehensive, equitable care risk losing valuable employees to organizations that do.**

Investing in integrated benefits not only supports employees across every stage of their reproductive health journey but also fosters loyalty and strengthens workplace engagement.

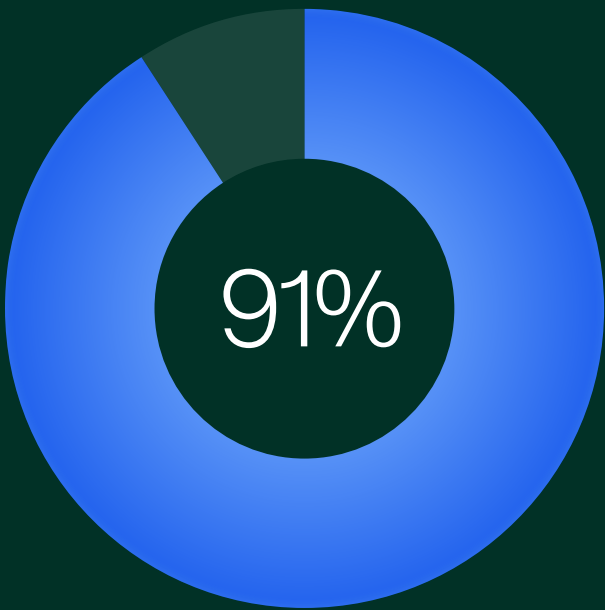
“At Sanofi, we believe if our employees feel truly supported throughout their reproductive health journey—whether it is maternity or menopause—they’ll be more healthy, centered, and engaged. We designed our benefits to ensure that employees are getting the care they need to fully show up at home and at work.”



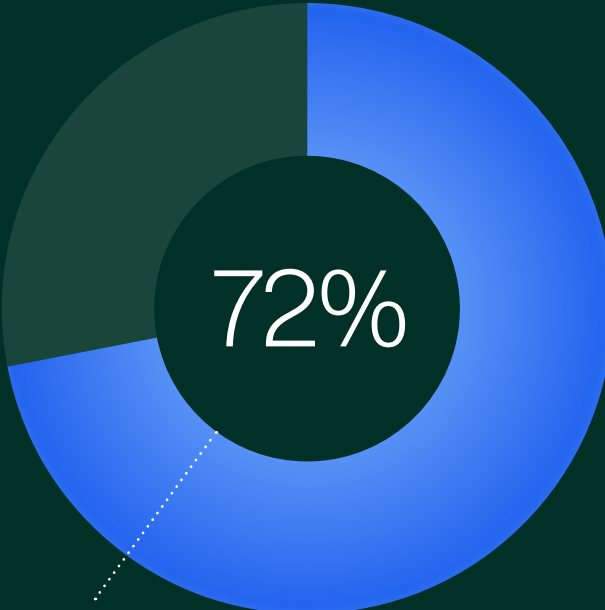
Kelly Byrne
People Director North America, Sanofi



Virtual healthcare eases the return to office



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



of those employees say that **access to virtual healthcare** makes it easier for them to work in person—a 17% increase from 2024

THE TAKEAWAY

Digital health is no longer a nice-to-have—employers are recognizing it as a foundational tool solving real health and business problems. While many companies are encouraging employees to be back in office, the shift to in-person work can cause additional burdens for working parents and those navigating reproductive health challenges.

Virtual care can be a key component of easing this transition and minimizing burnout among employees. Providing virtual benefits that work around employees' schedules allows them to prioritize their health and the health of their family without compromising productivity. Employers who invest in accessible digital health solutions are not just supporting employee well-being—they're fostering a more engaged and resilient workforce.





“At Indeed, we proudly support a work environment where inclusion is valued. Our family health benefits give our employees the tools they need to make a positive impact on each other, our communities, and our world.”



Sarah Sloan
Global Wellbeing Team Lead, Indeed



Employers take steps to close the gap in men's reproductive care



83%

of men don't know where to turn for male-specific reproductive health support

84%

of men don't feel like their reproductive health needs are being met

How companies are making a difference



71%

of employers say it's important to have a benefit that's **inclusive of male reproductive health needs**

46% say their benefits offer average or poor support of men's reproductive health needs

To better support men's health:

54%

of employers are offering or expanding paid parental leave policies

53%

are expanding benefits for male midlife health

65%

are expanding coverage for reproductive health counseling and wellness services

THE TAKEAWAY

Women's needs can often be the focus of reproductive health benefits, but supporting male employees is equally as important. Men feel like their reproductive health needs aren't being met, and many don't know where to turn for the support they need. **This confusion morphs into a lack of loyalty to their company**, with nearly three-quarters of men who don't feel supported in the workplace taking or considering taking a new job because of better benefits.

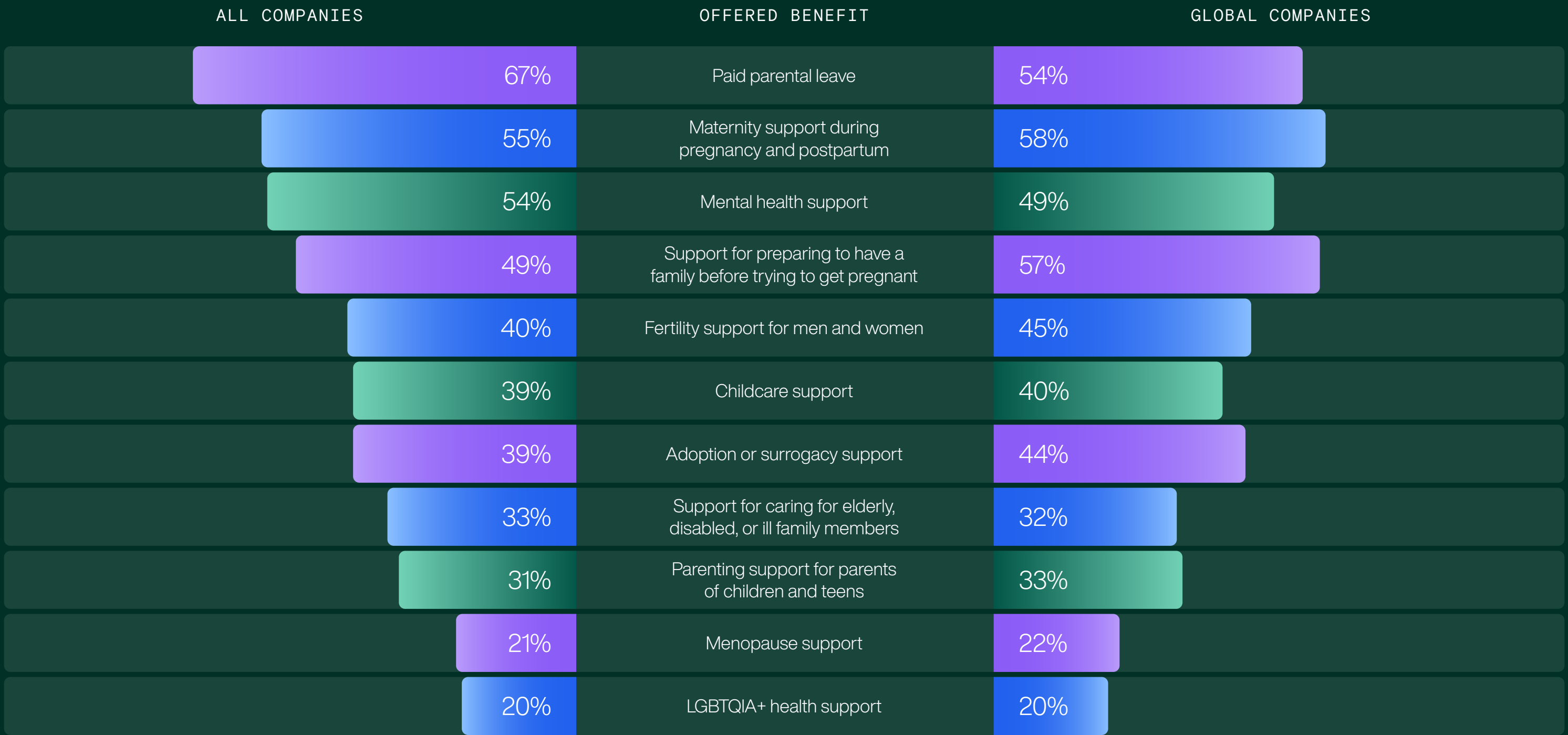
As employers focus on building better benefits in 2025, nearly all understand the importance of having a benefit that supports men and women equally. Best-in-class support looks like **equitable parental leave policies** across genders, more **midlife health support** for those experiencing low-T or other challenges, and **expanded care** throughout fertility challenges and raising children.



PART V

The state of women's and family health benefits: *Employers*

Employers are prioritizing employee well-being at every stage



Employers' top benefits priorities in 2025



Fertility support for men and women



Support for preparing to have a family before trying to get pregnant



Caring for elderly, disabled, or ill family members or childcare support



Parenting support for children and teens



Mental health support



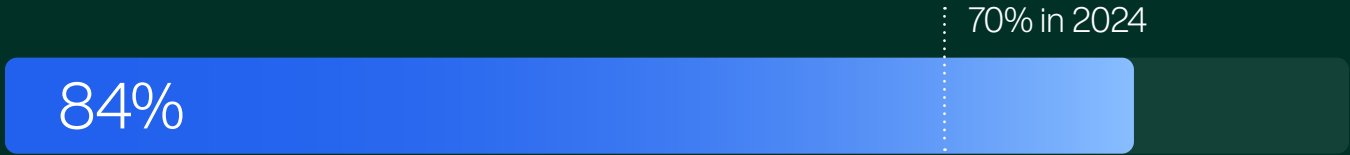
Maternity support during pregnancy and postpartum

THE TAKEAWAY

The challenges facing employers and their employees in 2025 are multi-faceted and complex. As employers strive to combat burnout, anxiety, and rising costs, they're prioritizing **physical, emotional, and financial support along the full reproductive health journey.**

Recognizing that all benefits vendors aren't created equal, employers are prioritizing solutions that provide **end-to-end support with proven outcomes and ROI.** These solutions not only help improve care for employees, but they also support the company's bottom line through lower healthcare costs and improved employee attraction and retention.

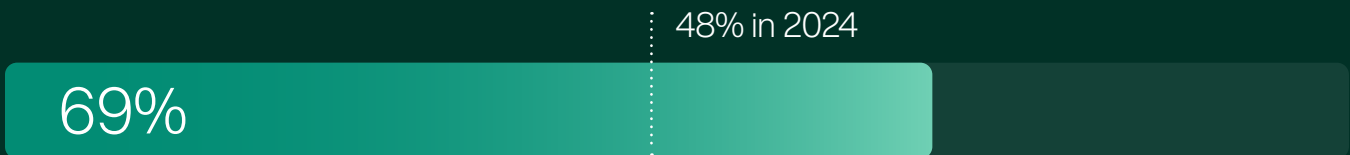
Companies know better benefits drive better results



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



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



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

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

THE TAKEAWAY

Employees are asking for better reproductive and family health support to lessen burnout and minimize costs—and the benefits of these programs directly tie to business outcomes. The majority of employers recognize that **these benefits are essential to attracting and retaining employees**, saving their business the high expense of hiring in new employees.

As a result, **employers are doubling down on family health support** now more than ever, with over two-thirds planning to increase their investment in these benefits. This support allows HR and benefits leaders to shine in their organization, allowing them to simultaneously fulfill employees' needs while also supporting the long-term financial health of their company.





“One of our Vynamic commitments is ‘I am healthy in mind, body, and balance.’ In launching Maven Clinic in 2022, we have delivered on our commitment to support our team in finding that balance. Our ability to offer Maven Clinic benefits has allowed us to both attract and retain top talent while making meaningful strides towards health equity.”



Mairead Hanna, Senior Director of Talent Management,
Vynamic, an Inizio Advisory company



Designing impactful family benefits

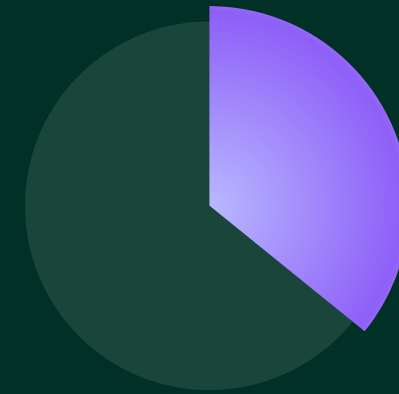


Choosing a vendor: Key questions to ask

To positively impact employee burnout, rising anxiety levels, and the increasing costs impacting both employers and employees, employers must be strategic when selecting a benefits partner who can truly alleviate these pressures and deliver measurable results. Focus on these four key areas when evaluating potential women's and family benefits providers:



1. Are they proven to impact outcomes and drive ROI?



36%

of employers rank clinical and health outcomes as one of the top indicators of success for their benefit.

With many companies operating on a tight budget, proving ROI through improved health and business outcomes is of tantamount importance. Prioritize vendors who offer a **clinically-validated care model** that is shown to tangibly impact key health measures, like reducing the need for fertility treatment or lowering NICU admissions.

2. Do they offer personalized, end-to-end care?



26%

of HR leaders say their top process challenge is managing multiple benefits platforms.

Facing inequitable medical care and increased employee demand for comprehensive support, **companies are looking for a vendor who can offer personalized care to global employees that leave no gaps in access.** Focusing on one end-to-end solution also minimizes administrative burden on HR leaders.

3. Do they have measures in place to manage costs?



70%
of organizations facing
rising fertility costs

Look for a vendor who can help **control costs through improved outcomes and aligned incentives**. For example, a benefits vendor that offers robust trying-to-conceive coaching can help lower the number of employees who need to seek expensive fertility treatments.

4. Does their platform connect virtual and in-person care?



24%
of employees like their
reproductive and family benefits
because they're easy to use.

Partner with a company that offers an **intuitive digital platform that seamlessly connects employees to in-person care when relevant**, and makes clinical and financial management easy on the employer side. Key features to look for include robust financial management tools, 24/7 access to care, robust care navigation capabilities, and user-friendly design.



HR leaders hold the key to change

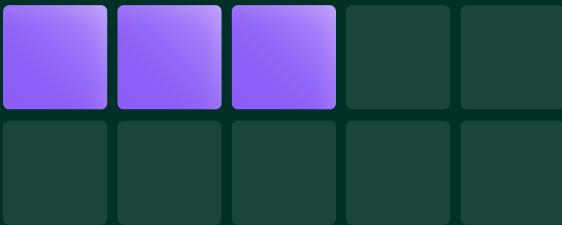
Employees are struggling, and companies are paying a steep price. HR and benefits leaders hold the key to better support. The majority of companies surveyed are deepening their investment in comprehensive, equitable benefits that support global employees navigating their reproductive health. By doubling down on digital women’s and family health, **companies are driving outsized impact for employees and their company alike and shaping the future of what true employee support can be.**

Maven drives proven impact at scale

Companies who invest in Maven see

2-4x

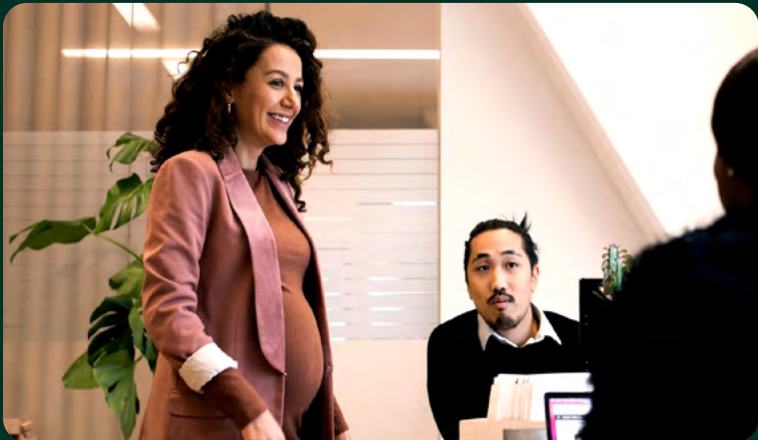
clinical and business savings



30%

of Fertility & Family Building⁴ members achieve pregnancy without IVF/IUI

4. mavenclinic.com/programs/fertility-and-family-building



74%

of Parenting & Pediatrics⁵ members say they’re more likely to continue working for their employer due to Maven

5. mavenclinic.com/programs/parenting-and-pediatrics



UP TO

28%

NICU reduction

“Our employees are constantly telling me how much they love and appreciate having access to Maven. Having extra support in these big life-changing moments is so helpful and impactful for our employees. Thank you, Maven, for taking care of our people!”



Sarah Augustine
Benefits Manager, Wieden+Kennedy





Redefining 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.**