



# Your ultimate guide to choosing the right family benefits partner

## Getting started

As the war for talent continues and health outcomes worsen, particularly for expecting parents, employers are feeling pressure to offer new and innovative benefits to their employees. But as the family benefits space crowds with new entrants, it can be hard to pick the right benefit for your employees' needs. We created this guide to save you time when assessing digital family health partners—and selecting the one that's right for your employees.

### Did you know? Digital family health benefits are on the rise

- **80%** increase in [employee loyalty](#) from digital health benefits
- **82%** of the [Best Workplaces for Parents](#) are making supporting parents a benefit priority in 2022
- **\$1.3 billion** in [funding](#) raised by digital women's and family health solutions in Jan. - Aug. 2021

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### What are digital family health benefits?

'Digital family health benefits' refer to the suite of solutions that support employees when planning, growing, and raising families, integrating digital experiences with in-person care. These benefits could include fertility support, adoption and surrogacy support, referrals to in-person fertility clinics and OB-GYNs, 24/7 virtual access to specialty care providers, pre- and postpartum resources, parenting support, pediatric resources, and more.

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# Key questions when evaluating family benefits providers

Ask these questions when evaluating vendors in the family benefits space to uncover differentiators.



## Care advocacy

A key part of family benefits solutions are care advocates: dedicated representatives who work with your employees to help navigate planning, growing, and raising a family. Use these questions to evaluate the overall quality, structure, and reach of a vendor's care advocacy services.

### Question

**What are the qualifications of your care advocates and how are they trained?**

**What is the diversity of your care advocate team?**

**Are care advocates assigned at the start of the member journey and consistent throughout?**

**What are hours of services for the care advocate team? What is the average response time of a care advocate?**

### What to look for in their response

As the first and primary form of contact with your employees, are the vendor's care advocates qualified to support them throughout a potentially complex experience?

Is the vendor able to match your employees with care advocates who share similar background/race/ethnicity if requested? Does the vendor's care advocate team have the diversity necessary to meet these requests?

Will your employees have a consistent advocate guiding them through their entire journey, or is their care advocate changing several times, breaking the critical continuity of care?

Are care advocates available and responsive when members need them (e.g., on weekends, in the middle of the night, on holidays)?



## Telehealth provider network

Providing on-demand access to a network of telehealth providers is critical to filling gaps in-person care. Understanding the breadth and depth of telehealth networks is key, and these questions will help you better understand the vendor's telehealth network.

### Question

**How many provider specialties are included in your telehealth network?**

### What to look for in their response

Does the vendor offer specialties that match the unique and ever-changing needs of your employees pursuing any path to parenthood, including specialties that may not be easily accessible in-person? Examples include reproductive endocrinologists, genetic counselors, urologists, mental health providers, and occupational therapists.

**What are the hours of services for providers within your telehealth network? What is the average wait time for appointments?**

**What is the diversity of your telehealth network providers? Do you offer care matching based on member preferences?**

One major benefit of offering telehealth is that members can receive care when their in-person providers are not available. Vendors' telehealth networks must be available when members need them most. Are providers available and responsive for your employees at all times (e.g., on weekends, in the middle of the night, during work hours, on holidays)? Will your employees have a long wait time to connect with a provider?

Research shows that [outcomes improve](#) when patients of underserved populations see providers who share their background. Is the vendor able to match your employees with providers who share similar background/race/ethnicity if requested? Does the vendor's provider network have the diversity necessary to meet these requests?



These questions will help you uncover insights on which vendors go beyond basic family benefit point solutions, and which ones are best suited to support global employers with a diverse employee population.

## Question

**For members at the start of their family building journey, how do you support those pursuing fertility treatments? Do you offer support for those who wish to conceive without fertility treatment?**

**What level of support can you offer members during and after pregnancy? Do you track and monitor the health of expecting parents? How does your process differ for those who are high-risk?**

**Do you provide support throughout each stage of parenthood?**

## What to look for in their response

Is this vendor's pre-pregnancy support solely focused on driving members to fertility treatments or can the vendor support members who want to conceive without treatment? Does the vendor provide education, resources and care management for fertility-related conditions, with the goal of helping members avoid treatment when possible? If the member requires fertility treatment, will the vendor not only refer out to high-quality clinics but also offer holistic care to support the member during every aspect of the challenging journey (e.g., mental health care, nutritional guidance)?

Improved outcomes for pregnancy can only be achieved with comprehensive support while planning, growing, and raising families. Is this vendor providing robust care through pregnancy and postpartum? Is this care adjusted to meet the needs of high-risk pregnancies?

Is this vendor able to provide continuous care through the postpartum period and into parenthood? How does the vendor support the parent through the challenging early childhood stage, especially considering the diverse needs of children (e.g., autism, ADHD)?

**Do you offer services to all genders? Do you offer support for all paths to parenthood? How do you ensure your services are relevant to and inclusive of all kinds of families?**

**What are your global support capabilities?**

**How do you coordinate care with other employer benefits and in-network providers?**

**Do you offer mental health support? How do you monitor a member's mental health needs?**

**Where can members access your digital experience?**

- a. Desktop
- b. Mobile browser
- c. iOS app
- d. Android app

How exactly is this vendor planning to address the gaps in care for your new and aspiring families? Are they using 'diversity, equity, and inclusion' as a buzzword or truly providing more equitable services? For example, a vendor may claim to provide 'adoption and surrogacy support,' but is this support customized to the individual? Do they have access to specialists who can help them on a deeper level than today's standard services?

If you are searching for benefits parity across a global workforce, does this vendor offer all aspects of their program across the globe? Are services customized to match the needs of each global location (e.g., local care advocates, knowledge of local health systems and relevant legislation, and care teams who speak the national languages)

It is important that vendor support does not drop off as soon as members move outside their platform. Does the vendor connect members with in-network providers outside of their platform? If so, does the vendor have quality standards for their referral network? Is the vendor able to navigate members to other vendors within your benefits ecosystem?

Regardless of the path pursued to parenthood, it will likely take a mental toll on employees, which will impact their professional and personal lives. Is the vendor providing robust, individualized mental health support to meet the needs of each member?

To allow for care when and where employees need it, and to ensure high engagement, it is critical that members can access care through any digital form. Does the vendor provide the same high-quality experience regardless of if the member is using their computer, tablet, or mobile phone to access services?





## Engagement & outcomes

Engagement and outcomes are ultimately how you will measure the success of your family benefits solution. Understanding a vendor's track record across different areas can give you peace of mind that you've found an impactful solution for your employees.

### Question

**What are the engagement rates of your digital family health solution? (e.g., enrollment rate, provider-member interactions, engagement across programs)**

**What are your clinical outcomes?**

**What are your business outcomes?**

**What is your ROI methodology?**

### What to look for in their response

High engagement throughout planning, growing, and raising families is critical to generating outcomes. Does the vendor maintain high engagement of employees before and after birth?

Do the vendor's outcomes include reduction in C-section rates and NICU admissions to ensure the solution makes a true impact on perinatal health cost and care? Is it clear how they achieve these outcomes based on their care model? Many vendors will tout inflated outcomes without a care model to back them up.

How does the vendor impact your workforce outside of clinical outcomes? For example, do they improve employee retention, particularly after parental leave, employee loyalty, or productivity?

Dig into how savings are generated. True ROI is difficult to achieve without robust continuation of care throughout planning, growing, and raising families.



## Pricing

Having a clear understanding of pricing models can help you assess how viable the solution is for your organization and budget. Certain questions can also help uncover whether there are quality standards and guarantees, or hidden costs that can negatively impact your bottom line.

### Question

**Do you bill based on utilization or PEPM (per employee per month)?**

### What to look for in their response

If a vendor bills on a PEPM model, employers are charged for every employee, regardless of the percentage who are starting or have families and would use the benefit. Billing based on actual or expected utilization will only charge the employer for those who actually use the benefit.



**Do you receive revenue for appointments completed on your platform? Does revenue differ for in-network versus out-of-network referrals?**

**Do you receive revenue when patients seek fertility treatment, from clinic services, or from Rx program / pharmacy arrangements?**

**Do you guarantee an ROI or put fees at risk based on measurable outcomes?**

If the vendor is incentivized to only offer care through their platform, they may not connect employees with in-person care they need. If the vendor is compensated for in-network referrals, they may avoid steering members to out-of-network care that better meet their needs.

The ultimate goal of a digital family health benefit is to improve outcomes and reduce cost. If the vendor is incentivized to drive members to treatments, this can increase cost and potentially lead to worse maternal health outcomes.

While many vendors may boast outcomes, you can have more confidence in the outcomes of vendors who put fees at risk.



## Member journeys

Understanding the vendor's member experience can help uncover the quality of the experience and the level of support provided to members.

### Question

Please attach sample end-to-end member journey for the following scenarios:

- **Heterosexual couple struggling with infertility**
- **Same-sex couple looking at adoption or surrogacy options, extending through the birth (if surrogacy) and care after baby/child comes home**
- **Heterosexual couple with a high-risk pregnancy**

### What to look for in their response

Does the vendor have robust, wrap-around support for each of these unique member journeys? Many vendors claim 'inclusive support' but how exactly do they support same-sex couples? Many vendors claim to have support through pregnancy, but can this vendor provide specific examples of how they support a high-risk pregnancy?

**Finding the perfect family benefits partner can be challenging, and we hope this guide helps to simplify the process. As a leading family benefits provider, Maven is dedicated to partnering with companies like yours to improve the health of the world, one family at a time.**