

The State of Fertility & Family Benefits in 2023





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Survey methodology

This report is based on two surveys conducted from December 5-21, 2022.

The first survey collected online responses from 593 adults who reported that their main area of responsibility at work was in a human-resources function with primary, shared, or contributing input into benefit decisions. Their roles include talent management/acquisition; employee benefits, compensation, and total rewards; learning and development; workplace culture; health and wellness; people analytics; global benefits; and diversity, equity, and inclusion.

The second survey collected online responses from 1,149 adults who reported they were employed in a full-time position. Both surveys were completed anonymously—only broad demographic data was collected.

References to The State of Family Health Benefits in 2022 report refer to the findings from two surveys conducted from March 10-28, 2022. [Access the full 2022 report.](#)

Section I.

Meeting global challenges with better family healthcare



The past year saw new reproductive health restrictions in the U.S. and rising economic uncertainty around the world

Employees have felt the impact of these issues across their work and personal lives. Many report feeling more anxious, while others question what these factors mean for their family-building plans. This anxiety and uncertainty show up in their work, as fears for the future impact their productivity and focus.

These external factors also present a new slate of challenges to HR leaders. Many are grappling with shrinking budgets and layoffs, all while employees look to them for more help as they start and raise their families. Those that place benefits on the chopping block may find short-term financial relief but face negative consequences down the line. Without strategic investments in family benefits, employers risk losing top-performers to companies that are able to provide better support during these tumultuous times.

To understand how employers and employees are navigating these and other challenges in 2023 and beyond, Maven surveyed nearly 600 HR leaders and over 1,100 full-time employees. We found that, despite economic concerns, nearly two-thirds of employers plan to increase their family benefits investment in the next two to three years. Companies are still laser-focused on taking a people-first approach to benefit decisions, particularly for employees starting and raising families.

The benefits of extending this support go beyond happier, healthier employees and families. [Employers that prioritize](#) global coverage of the full reproductive health journey—from preconception and fertility through pregnancy, parenthood, and menopause—see increased loyalty, improved return-to-work rates after maternity leave, and higher ROI when compared with those offering limited benefits or narrowly focused point solutions.



A QUICK NOTE

What are digital family health benefits?

Throughout this report, we use the term **digital family health benefits** to refer to solutions that support employees when starting and raising families, complementing the in-person care benefits offered by health plans.

These benefits are often offered on an integrated digital platform, accessible 24/7/365. The platform could provide clinical, emotional, and financial support for fertility, adoption and surrogacy, care navigation and care advocacy, virtual access to specialty care providers, on-demand pregnancy and postpartum resources, parenting support, pediatric resources, and more.

“Today, there are many paths to parenthood, and support that is needed throughout every phase—from the moment one decides to become a parent, to their fertility or adoption journey, to bringing home a baby and raising their child. This can't be done alone and we're proud to offer support that is so needed at each phase of this journey.”

STEPHANIE KRAMER

Chief Human Resources Officer at L'Oreal USA

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Section II.

Uncertainty & change create opportunities



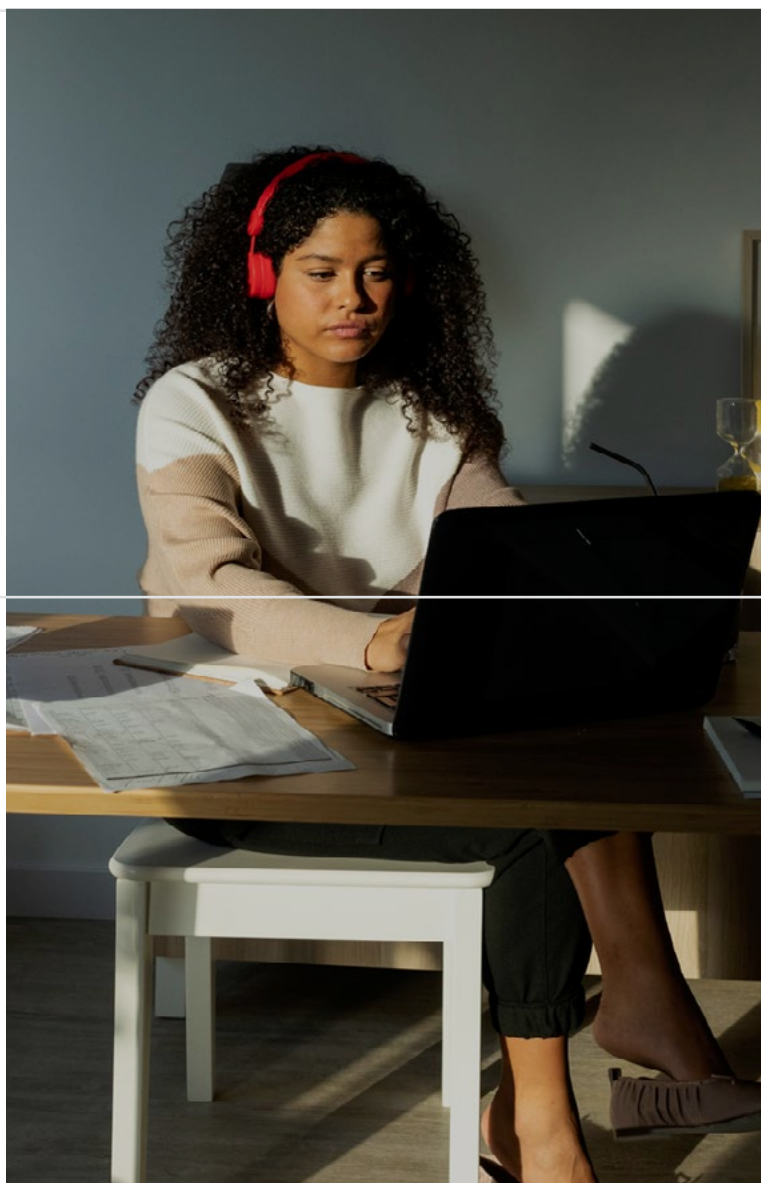
New restrictions spell new challenges for U.S. employees

48%

OF EMPLOYEES

say they **feel more anxious** due to the *Dobbs vs. Jackson Women's Health Organization* decision and the challenging economic climate

Of these workers, nearly half say that this anxiety is affecting their productivity at work.



58%

OF EMPLOYEES

say that the Supreme Court's ruling has **factored into their plans for starting and raising their families.**

Among those affected are families pursuing fertility treatments as laws could shift to affect the [storage and discarding of frozen embryos](#) used in treatments like in vitro fertilization (IVF).

The *Dobbs* decision has ripple effects across employees' personal lives

OF EMPLOYEES SURVEYED:

16% considered **long-term contraceptive methods**

12% moved or considered moving **frozen/stored embryos** to a different state

11% **delayed, postponed, or decided not to** build a family

9% **changed jobs** to receive reproductive health benefits

Before the *Dobbs* decision, **1 in 4 women** of reproductive age sought abortions



Now, increased restrictions on reproductive healthcare pose new challenges for employees' family healthcare journeys in 2022. The overturn of *Roe vs. Wade* has broad-reaching implications for employers, affecting employee productivity and attrition and leading to inequitable access to care.

71%
OF COMPANIES

added or are planning to add **benefits or policies to accommodate reproductive health needs** in response to the *Dobbs* decision

EXPLORE MORE

- [Three ways that reproductive health restrictions can affect fertility care](#)
- [Working parents are reeling from economic anxiety. How can we help?](#)

Companies are doubling down on family health benefits

Dobbs led to an increased focus on reproductive health benefits, but companies also had to consider escalating global economic uncertainty as they made their benefits decisions. Despite keeping a closer eye on budgets, **most employers say they are adding benefits in the next two to three years**, showing that they recognize the need to support their workforce even more in the current climate and the return on investment from a highly engaged, diverse workforce.

OFFERING FAMILY BENEFITS REMAINS A TOP PRIORITY

63%
OF EMPLOYERS

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

87%
OF EMPLOYERS

say that **family benefits are extremely important** to prospective and current employees

91%
OF GLOBAL EMPLOYERS

say that **family benefits are extremely important** to prospective and current employees

“Employees’ needs and values have shifted over the past couple of years. Today, competitive benefits and compensation are important when it comes to attracting and engaging talent. Anticipating employees’ needs at work and home sets them up for success.”

GAIL BEAUREGARD

VP, Global Total Rewards & Human Resources
at Boston Scientific

**Boston
Scientific**

Going into 2023,
companies are focusing
on supporting their people

55%

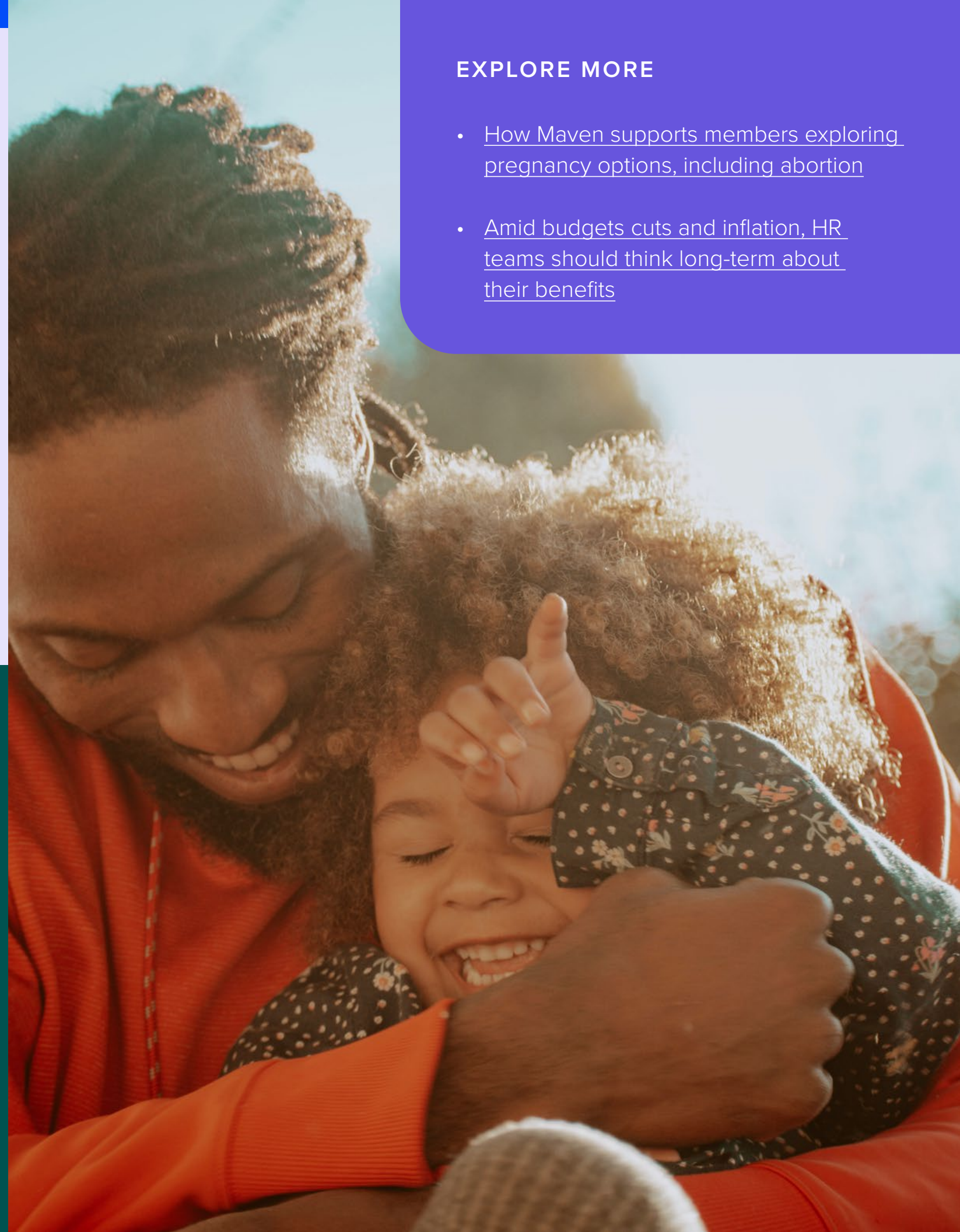
of companies are
prioritizing retention

46%

of companies are
increasing compensation
adjustments

EXPLORE MORE

- [How Maven supports members exploring pregnancy options, including abortion](#)
- [Amid budgets cuts and inflation, HR teams should think long-term about their benefits](#)



Section III.

The state of fertility & family benefits: Employees



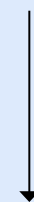
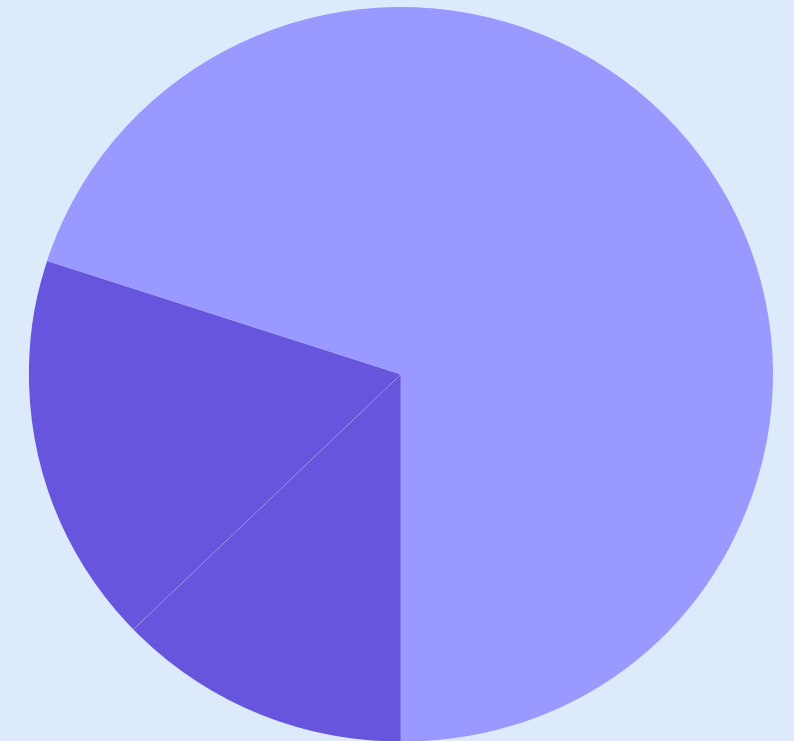
Employees need extra support as they start and raise families—and they may seek other opportunities if they feel unsupported



30%

OF EMPLOYEES

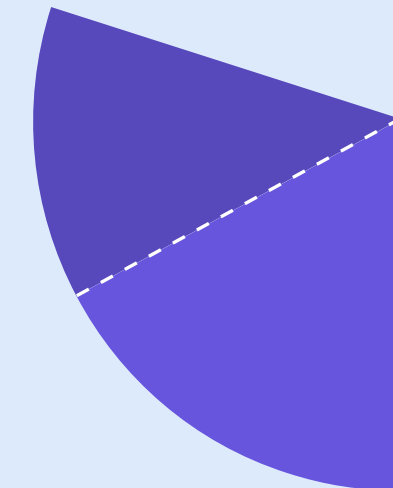
are currently **expecting a child or planning to grow their family** in the next one to two years



43%

OF THOSE EMPLOYEES

who plan to grow their families expect that they will need to rely on **fertility treatments, adoption, or surrogacy**



However, holistic and early support may help some employees avoid the need for fertility treatments altogether.

Along with increasing restrictions on reproductive healthcare, employees starting or raising families have to contend with balancing [caregiving and professional responsibilities](#), a rising cost of living, the intersection of the COVID-19 pandemic and outbreaks of RSV and influenza, and more. [Studies estimate](#) that these pandemic-related absences cost employers more than \$78 billion.

A photograph of a man sitting on a light-colored sofa in a living room. He is holding a baby wrapped in a pink blanket and looking down at a smartphone in his hands. The room has large windows with white curtains and several green plants, including a tall cactus. The lighting is soft and natural, coming from the windows.

64%

OF EMPLOYEES

have missed work in the past year because of their family health needs

41%

OF EMPLOYEES

feel that their employer could **better support their family and reproductive health needs**



24%

decrease from the prior year

36%

OF EMPLOYEES

have **left or considered leaving a job** because of inadequate family benefits

While this decrease can be partially attributed to improved family benefits programs, employees as a whole are also more wary to leave their jobs in the current economic climate. Recommitting to family support shows employees you're invested in their health and well-being, regardless of macro-economic factors.



EXPLORE MORE

- [Workplace survivor syndrome: 6 ways to support employees retained after company layoffs](#)
- [Quiet quitting is more than it seems. Here's what employers need to know.](#)

“The lines between ‘home’ and ‘work’ are increasingly blurred, and the best employers are ranking family-friendly benefits as an essential component of their value proposition. Medallia’s family-friendly benefits are integral to our efforts to create a more diverse and inclusive culture.”

MARY AINSWORTH

EVP and Chief People Officer, Medallia

Medallia

Employees need benefits that cover their full fertility & family journey

Employees are looking for clinical, emotional, and financial support throughout the various phases of the family journey, from preconception through pregnancy and beyond. While support for specific stages, like fertility, are on the rise, employees say they most value a comprehensive benefit approach that offers support through every potential stage in their journey. Companies that don't offer this comprehensive, equitable care may risk losing employees to competitors that do.

EXPLORE MORE

- [How is Maven providing menopause support for members?](#)
- [Should your company offer fertility leave? HR leaders weigh in](#)

Employees want more support as they start and raise families

30%

OF EMPLOYEES

want **financial support for family building**, including surrogacy, adoption, and fertility allowances

28%

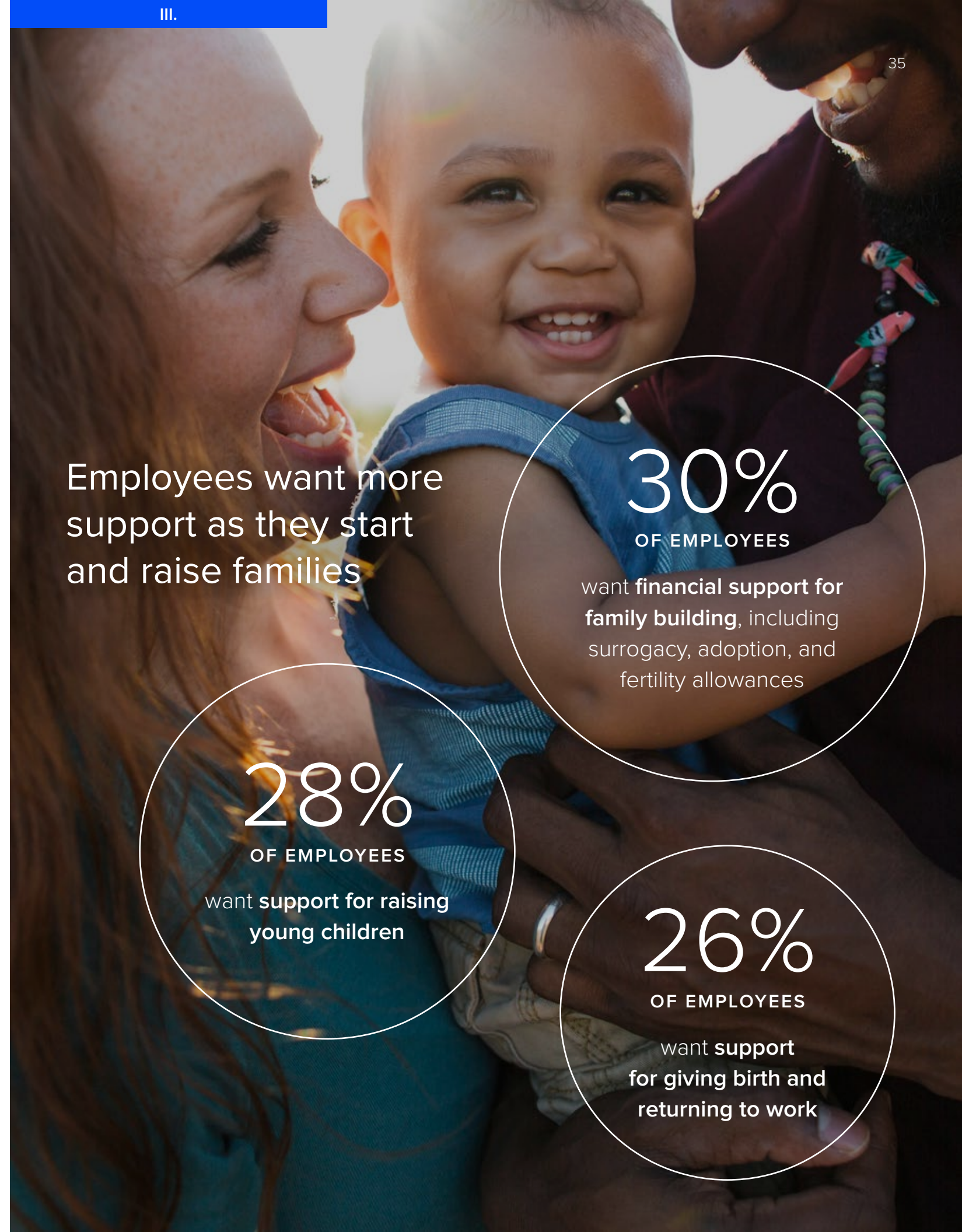
OF EMPLOYEES

want **support for raising young children**

26%

OF EMPLOYEES

want **support for giving birth and returning to work**



Employees' 5 most-requested benefits

1 Paid parental & caregiver leave

2 Caregiver support

3 Preconception support

4 Fertility and family-building support

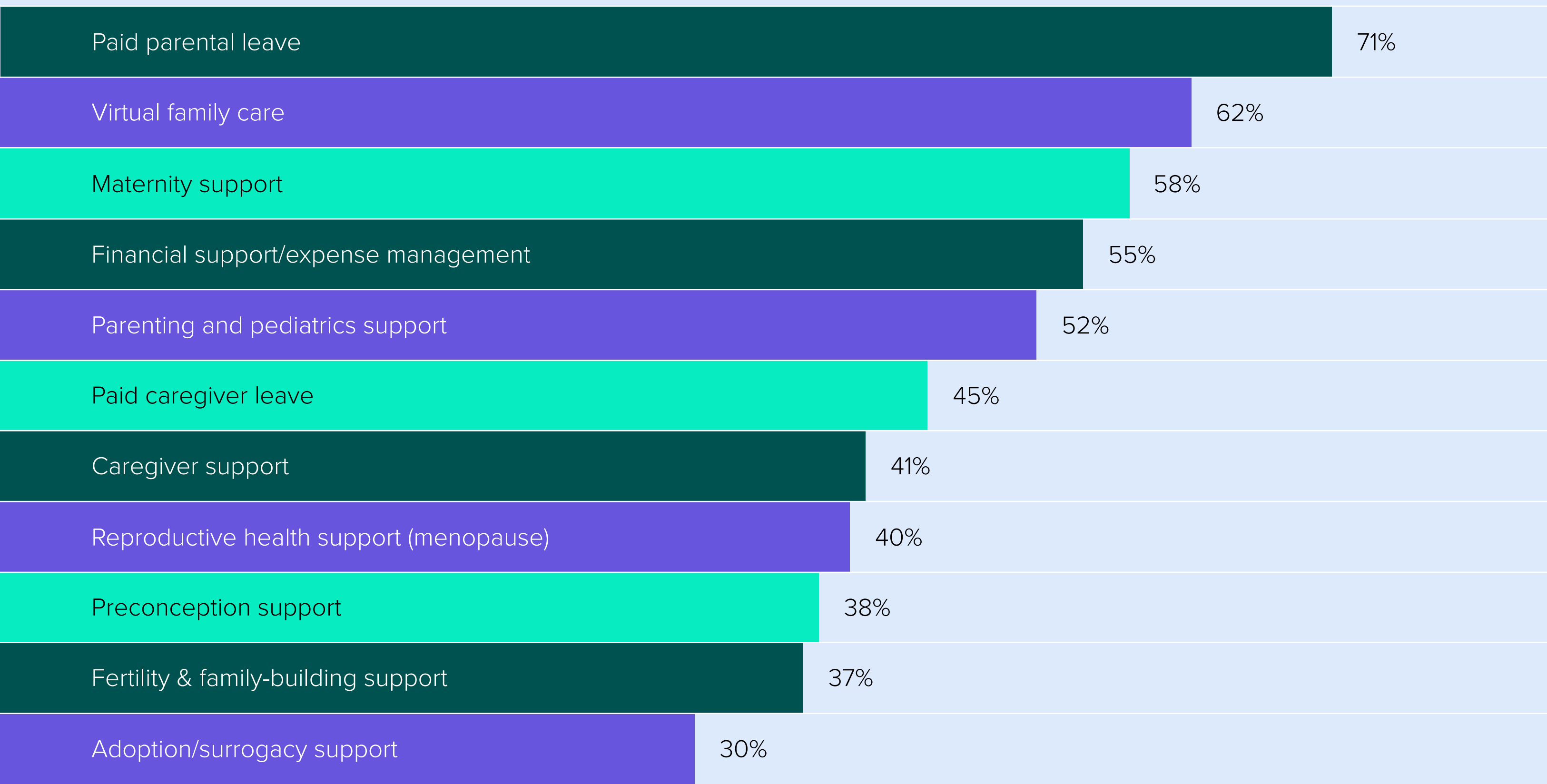
5 Reproductive health support, including menopause



Section IV.

The state of fertility & family benefits: Employers

Employers are offering a range of benefits to support employees along their fertility & family journeys



Employers recognize that fertility & family benefits provide essential support to employees as they navigate uncertainty

The majority of employers plan to increase their family benefits, understanding the outsized impact they can have on their employees. In 2023, leading companies will align their benefits with what employees want moving forward—centered around providing more equitable, inclusive care to all employees—to ensure that their investments are supporting employees in the most comprehensive way possible.

EXPLORE MORE

- [The State of Family Health Benefits in 2022](#)
- [The future of family benefits: 5 key trends in 2023](#)



“Ensuring we offer equitable parental leave benefits regardless of gender identity is essential to reducing bias and promoting a culture of inclusivity and belonging.”

MEGAN MILLER

Human Resources Manager at West Monroe



EXPLORE MORE

- [What are the long-term costs of your family benefits solutions?](#)
- [Considering cutting paid parental leave? Here's why you shouldn't](#)



Employers' top 5 family benefits priorities in 2023

- 1 Parenting and pediatric support
- 2 Maternity and postpartum care
- 3 Global parity for family health benefits
- 4 Reproductive healthcare, including menopause
- 5 Fertility and family-building support

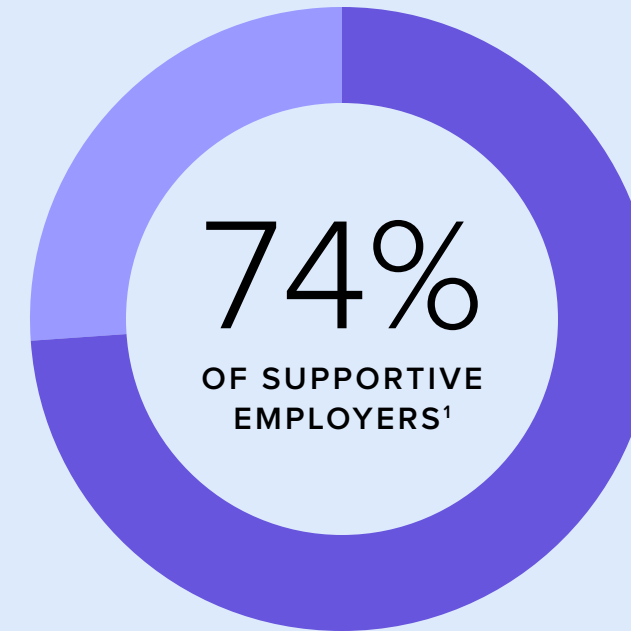
Section V.

Quality fertility & family benefits drive results for companies and employees alike



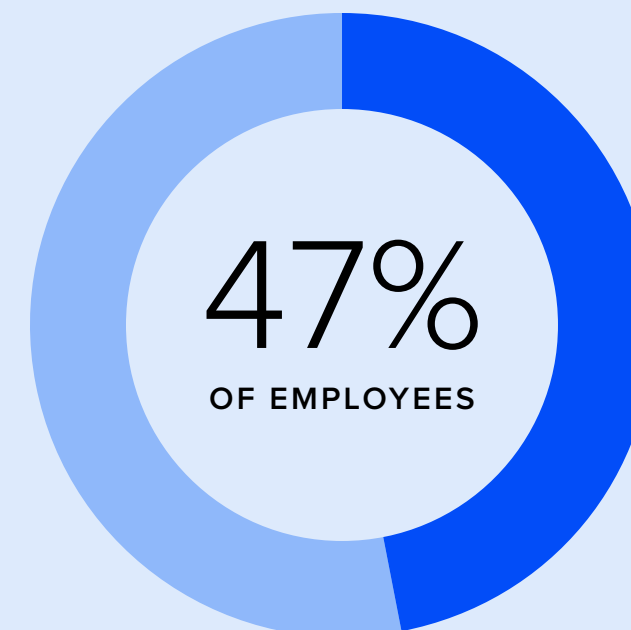


Employees at supportive companies are **more likely to feel loyal** to their company than those at non-supportive companies.



see over three-quarters of their employees **returning to work after parental leave**

Employers who use Maven see over 90% return-to-work rates.



say that family benefits offered by their employers **make them feel appreciated**

Fertility & family benefits increase employee loyalty and improve ROI for employers

Employers who support their employees through the joys and challenges of the family journey see improved ROI, increased loyalty, higher return-to-work rates after parental leave, and more appreciative employees.

¹ "Supportive employers" refers to companies who said they feel like their family benefits support employees "well" or "extremely well"

“Employees surveyed about Maven valued the **time savings**, faced **less angst and worry**, and experienced a **smoother transition returning to work**. Employees don’t want to have to dig for the information they need—they want to quickly and easily access the information when they need it most.”

GAIL BEAUREGARD

VP, Global Total Rewards & Human Resources
at Boston Scientific

**Boston
Scientific**

Finding family benefits partners that drive results

To best support employees as they start and raise their families in 2023 and beyond, employers need to be strategic about choosing a family benefits vendor who can make a real impact for employees. The survey highlighted 6 key areas to keep in mind when selecting vendors.

1. Global parity
2. Ease of use
3. Comprehensive
4. Aligned incentives
5. Outcomes-driven
6. Supporting employee needs

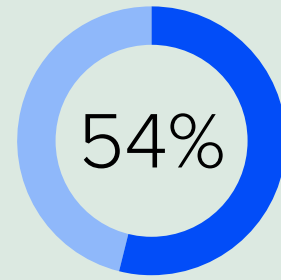
EXPLORE MORE

- [The comprehensive guide to family-friendly benefits](#)
- [Facing resignations, HR leaders ask: how do we make a case for better family benefits?](#)



Global parity

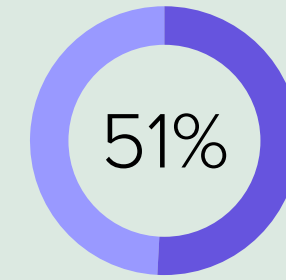
When selecting vendors, employers should ensure that the company can **equitably care for all employees**, no matter where they live in the world.



of employers rank **global parity for family health benefits** as a top priority going into 2023, especially given many's recent focus on health equity and DEI initiatives

Aligned incentives

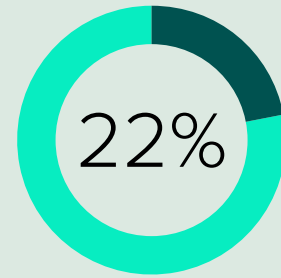
companies should aim to find a vendor that is **not financially incentivized** to drive employees down any one specific course of treatment. Directing employees to the right care based on their unique needs can help drive appropriate utilization of high-cost healthcare services like IVF.



of companies rank **fertility support** as a top priority

Ease of use

Find a platform that is **easy to navigate**, and avoid overwhelming employees with different solutions that may only cover one specific part of their family journey.



of employees say that their family benefits are **somewhat or very hard to engage with**

Outcomes-driven

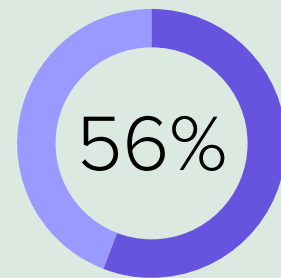
Tracking these metrics can ensure that the vendor is truly making an impact for your employees and your bottom line.

According to our survey, the important measures of success are:

- Employee attraction & retention
- Return on investment
- Clinical & health outcomes

Comprehensive

The limited number of vendors shows that employers are opting for **more comprehensive solutions that cover the full family journey**, so employees don't have to jump between various point solutions at every new stage of their journey.



of companies partner with **1-3 vendors to offer family benefits**

Supporting employee needs

Ensuring that the vendors' offering aligns with these pillars can help to ensure high engagement among employees.

Employees who work at supportive companies say they like their family benefits because they're:

- Affordable & inclusive
- Accessible
- Inclusive of their needs

“Our goal is to ensure we continue to provide offerings that are both comprehensive and reflective of what our employees want today and will need in the future, as well as competitive with the market.”

STEPHANIE KRAMER

Chief Human Resources Officer at L'Oreal USA

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Transforming family healthcare with Maven

Employees need more support than they're currently getting, especially given the restrictions on reproductive health and ongoing economic uncertainty. As employers expand their family benefits offerings, there are strategic areas they can focus on to ensure their offerings align with the support employees want—and need.

70%

OF MAVEN MATERNITY MEMBERS

report being **more productive** at work



96%

OF MAVEN FAMILY BUILDING MEMBERS

are **more loyal** to their employers because they implemented family benefits

The bottom line

Companies who invest in Maven see a **2:1 clinical ROI** and **4:1 business ROI**.

Our clinical ROI is driven by improved mental health and reduced NICU admissions, C-sections, and emergency department visits. Maven clients also see business ROI due to members' enhanced workplace productivity and return-to-work rates.



2:1
Clinical ROI

4:1
Business ROI



Maven is the global family health partner for companies seeking to provide inclusive, quality care for their employees as they start and grow their families. From preconception and family building to pregnancy, postpartum, return to work, parenting, menopause and beyond, Maven's intuitive health 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.](#)

