



# The importance of holistic fertility care

Give employees and their partners the emotional and mental health support they need for their family-building journey

It's time to move beyond the fertility reimbursement point solution. It's time to give your aspiring families an experience that improves their lives and your business, too.

## The emotional toll of fertility challenges and treatment

Women undergoing fertility treatment commonly feel anger, shame, depression, anxiety, and isolation—emotions that can worsen with every unsuccessful attempt to conceive. Research has shown that women with infertility suffer from the [same level of anxiety and depression as those with cancer or heart disease](#).

Black women face additional barriers and challenges in the fertility journey. Black women are diagnosed with [fibroids roughly three times as frequently as white women](#), and are less likely to receive fertility-sparing surgeries or therapies. Black women also experience [nearly double the rate of miscarriage](#) in the first IVF cycle than white women. And, the [lack of supply of Black donor eggs and sperm](#), can deepen a sense of isolation.

40%

[of women struggling with fertility struggle with anxiety and depression](#)

2x

Black women and women of color have nearly [twice the rates of infertility](#) compared to white women and are less likely to have adequate access to care

*"I felt like I couldn't show up a hundred percent to anything, let alone my job. It took a toll on me emotionally, physically, mentally, financially, and I got to a point where I was just sick all the time and thought something had to be seriously wrong."*

- MAVEN MEMBER

# Don't wait for employees to ask for more support

The stigma of infertility, of mental health, and of working motherhood, too, combine to keep emotional challenges well hidden in the workplace. [Cultural expectations](#) regarding self-reliance and privacy also can play a role in keeping Black women from discussing fertility challenges.

50%

of women surveyed did not disclose fertility treatment to their employer out of fear that it would negatively affect their careers

## Finding mental health support is hard

More apparent are the challenges to accessing timely and affordable mental health services. It's hard to find support amidst the [growing shortage](#) of mental health providers, and employees often don't know why or how to access their EAP.

And for employees struggling to navigate fertility treatments while working, finding the energy and time to get emotional support, even from a fertility clinic that offers it, may prove beyond reach. Accessing care is even harder for Black women seeking support from providers who share their background.

## The path forward

### REDUCE STIGMA

Start by working to reduce stigma associated with working motherhood, mental health, infertility, and LGBTQIA+ family building. Consider working with employees to form ERGs dedicated to these issues, and help normalize these topics by elevating them in company meetings and employee surveys.

### EXPAND BEYOND REIMBURSEMENT

And, you can expand your organization's fertility benefits to give employees ready access to mental health support and culturally-humble care, not just financial assistance for treatment.

#### On-demand access to virtual mental health care

Availability of on-demand video and chat appointments with mental health providers can make the difference between an employee getting vital support or not throughout their fertility journey.

Virtual mental health services eliminate barriers to care and enable employees to get timely, affordable, and personalized emotional support for stress, anxiety, depression, and other mental health challenges.

#### Culturally-humble care

Culturally-humble care means understanding a patient's unique life context—what makes them who they are—and applying that insight to remove barriers to care and improve health outcomes.

Offering a diverse network of care providers and [matching](#) patients with providers of the same background can help promote culturally-humble care during the family-building experience.

*"You have to meet every patient where they are. One person's needs are different from another's. You have to assess what each patient in front of you needs today."*

**- DR. KATHLEEN GREEN, MD, OB-GYN at the University of Florida**

## HOLISTIC FERTILITY SUPPORT FROM MAVEN

Maven has created a uniquely comprehensive model of care for the family-building journey. Our solution combines a one-of-a-kind virtual care network with 24/7 access to high-quality providers across 30+ specialities in women's and family health; personalized care advocacy and navigation; evidence-based content and courses; and online issue-specific communities for social support.

The Maven solution doesn't treat fertility as a distinct episode in time or a one-time expense but instead as part of a complex, profound journey that affects all dimensions of health. We support the physical, emotional, mental and financial health needs of every person in the context of their cultural and social background:



Nearly 40% of our providers identify as Latinx, Black, Asian, or Middle Eastern, and more than 40% of our mental health specialists identify as Black. In comparison, Black specialists account for just 5% of the mental health workforce in the U.S.



Maven Care Advocates work to match employees with providers that share their backgrounds, and our providers are trained in culturally-competent, culturally-humble care. Maven also can create custom referral lists of in-person fertility clinics with diverse providers.



To support the financial health of members on the fertility journey, Maven Care Advocates facilitate referrals to high-quality in-person clinics and help members understand treatment costs.

- If there is a good fit based on the member's needs and location, they may be eligible for preferred pricing at an in-person Maven partner clinic.
- Through partnerships with two specialty pharmacies nationwide, MavenRx gives Maven fertility members access to fertility medications at up to a 60% discount.

*"I had never seen such a robust offering for fertility with overall health, wellness, and emotional support."*

**- MAVEN FERTILITY MEMBER**

**33%**

of appointments booked by Maven Fertility members are with mental health clinicians

**97%**

of members report that Maven helped them cope with the fertility treatment process