

Client Spotlight: NASDAQ

# Why Nasdaq Chose Progyny to be a key piece of their benefits strategy



Progyny believes everyone should be able to pursue their dream of having a family. Our equitable fertility and family building benefit supports all paths to parenthood, and our data-driven model lays the groundwork for superior clinical outcomes, cost savings, and exceptional member experiences.

Nasdaq is a financial services company headquartered in New York. The company has 1,500 employees.

## The Challenge

Infertility affects one in eight people, and those impacted often suffer in silence because they simply don't have the support they need.

Mollie O'Brien, VP of Global Rewards at Nasdaq, recognized that her company – like many across the United States – had a coverage gap. It simply didn't have a way to provide this kind of support to its employees.

O'Brien is responsible for curating programs, both in compensation and benefits, that help employees live their best lives at work and at home. For many, that means building their family – but not everyone can do that on their own.

*“I was able to call an employee who I had been in contact with about the fertility benefits, and she was in tears on the phone,” O'Brien said. “Just the thought that we were going to personally help her build a family just made my day.”*

Mollie O'Brien | Nasdaq VP of Global Rewards

## The Solution

In 2020, Nasdaq implemented Progyny's fertility and family building solution to provide comprehensive support to U.S. employees and give a voice to those who may be impacted by infertility.

Progyny is a key piece of Nasdaq's comprehensive healthcare strategy, largely because it provides physical, emotional, and financial support, while also ensuring equitable options for all employees, including LGBTQ+ individuals and single parents by choice. Nasdaq employees have access to the top network of

fertility specialists and dedicated Progyny Patient Care Advocates (PCAs), who provide clinical guidance, education, and emotional support for each unique journey.

Nasdaq introduced the Progyny benefit to its employees during National Infertility Awareness Week to raise awareness and amplify the message that they are supporting all those who may be struggling to build their families.

## The Result

Employees immediately reached out to O'Brien and her team with positive feedback. "Even for people who are not in that moment in life, there is a sense of pride that we are a company that helps all families," O'Brien said.

Nasdaq's leadership team feels good about the fact that the company is helping employees achieve their family-building dreams while providing support for employees entrenched in the process. Ultimately, Progyny's patient-supported model helps employees stay focused and engaged at work during a time that can be especially stressful.

Progyny is also proud to be a part of the Nasdaq family as a Nasdaq-listed company (PGNY).