



Talk to HR



4 Steps to Start the Conversation Around Fertility and Family Building Benefits

If you or someone you know has personally experienced **fertility treatment**, it's clear how stressful it is medically, physically, and emotionally. But dreams of parenthood can be made accessible to all when companies offer an inclusive fertility and family building benefit to their employees.

While it can feel intimidating to initiate these conversations with your HR team, **these tips can help build your confidence, make a strong case for change, and help you keep up the momentum.**

1. Do Your Research

You'll want to go into your meeting prepared with background information about your company. Here are a few tidbits of info to know before you go.

Find the right point-person.

Review your company's org chart to figure out who on the HR team you should be reaching out to.

Understand the legal mandates in your state.

As of 2023, 21 states have mandated coverage for fertility treatment. Find out where your state stands.

Buddy up.

Tap into employee resource groups (ERGs) or find a colleague who agrees family building benefits are necessary. There's power in numbers!

Research what existing benefits or resources are available. Skim through your benefit handbook to see what, if any, family building benefits are covered.

Progyny's Fertility Coverage Worksheet can help you analyze your current offerings.

2. Know the Stats

Use these facts and figures to better explain the importance of an inclusive benefit.

Infertility is common:

1 in 6 individuals worldwide have experienced **infertility**. Odds are you or someone you know has experienced it too.

Benefits programs help employee recruitment and retention:

45% of employees say fertility benefits are an important component when **considering** a job, and

68% of adults are willing to change jobs for **better** fertility benefits.

Cost increases are minimal for employers:

97% of employers that provide a fertility benefit **cited** they haven't experienced a significant increase in medical costs.

An inclusive fertility benefit is helpful for DEI:

79% of employers covering IVF said fertility coverage helped move their DEI program **forward**.

3. Request a Conversation

Now you're ready to put all your hard work into action. How do you feel?! Request your initial conversation with a strong email that's hard to ignore.

A few pointers:



Keep your subject line quick and to the point, such as "Fertility Benefits Inquiry".



Personalize the email with an anecdote about your own fertility journey, if you feel comfortable.



"Compliment" the HR rep (only if it's true!), including something along the lines of, "I know this company cares deeply about its diverse employee population...".



Conclude with a call-to-action that makes it clear what you hope will come next.

Be explicit about what coverage you're requesting. Link to resources like [RESOLVE](#) or our [employers page](#) to help demonstrate what comprehensive, equitable coverage looks like.

4. Keep Up the Momentum

There's no time like the present to bring fertility and family building benefits to your company. As of 2023, [40% of employers](#) offered some fertility benefits, and the number is expected to rise. Now more than ever, it's critical that those of us trying to build our families have access to the care they need. We believe [everyone should have the support they need to build a family](#).

Stay patient, be persistent, and feel free to check in with your HR rep as often as it makes sense for you to remind them what you're asking. It may seem like a lot of work, but imagine how amazing you'll feel once your employer signs on for fertility and family building benefits, all thanks to your advocating for change. Think about all the current and future employees you're helping—and all the babies that may be born as a result!

Need even more resources? Check out Progyny's [Talk to HR homepage](#) for more tips and tricks, and watch this webinar on [how to ask your employer for fertility coverage](#).

You got this!



About Progyny

Progyny is the leading fertility, family building and women's health solution for organizations. A pioneer in the cycle-based fertility coverage model, Progyny supports more than 6.7 million members annually on their journey to have healthier babies and families.

