**Progyny Benefit Communication Resources**

**Benefit Launch Copy Template – Multiple Products**

*Use this copy template to highlight the Progyny Benefit launch of Fertility and Family Building, and Pregnancy and Postpartum. When sharing, we recommend that you also attach the Progyny provided flyer.*

*Please find:*

1. *A* ***short description*** *you can post on your intranet/for any internal communications*
2. *A* ***sample email*** *you can use for internal communication*

*Please keep in mind:*

* *Download and save a copy to update and share*
* *We highlighted what is customizable based on your specific benefit offering to be updated prior to sharing*
* *Please contact your Progyny representative if you need support or additional assets*

1. **Short Description**

[COMPANY] is proud to offer Progyny as a benefit for employees and their spouses/domestic partners [on our medical plan]. Progyny is your guide through all of life’s milestones offering personalized support for Preconception and Trying-to-conceive Support, Fertility and Family Building, and Pregnancy and Postpartum. Members receive concierge 1:1 support from a Progyny Care Advocate (PCA), care from expert providers, and exclusive doctor-approved resources in the Progyny app.

**To get started, call Progyny at xxx.xxx.xxxx. This program is available starting 1/1/2026.**

1. **Sample Email**

***Recommended Subject Line:*** Meet Progyny: Your New Benefit for Family Building and Women’s Health

Hi team,

[COMPANY] is proud to offer Progyny as a new benefit for employees and their spouses/domestic partners [on our medical plan]. Progyny is your guide through all of life’s milestones — including support for Preconception and Trying-to-conceive, Fertility and Family Building, and Pregnancy and Postpartum.

Members receive concierge 1:1 support from a Progyny Care Advocate (PCA), care from expert providers, and exclusive doctor-approved resources in the Progyny app. Explore all of the programs available to [COMPANY] employees through Progyny:

* **Preconception and Trying-to-conceive Support:** Receive personalized coaching and digital resources to understand your reproductive health and support your family building goals. Get guidance on nutrition, ovulation and intercourse tracking, a variety of mental health resources, and more.
* **Fertility & Family Building:** Access top fertility specialists and counseling for every path to parenthood. Get comprehensive treatment coverage for fertility care, including IUI, IVF, and more. Financial assistance is also available to help cover eligible adoption and surrogacy related expenses.
* **Pregnancy & Postpartum:** Support throughout pregnancy and up to 12 months postpartum with personalized check-ins and unlimited communication with a Progyny Care Advocate (PCA). Speak to labor and delivery nurses, receive referrals to lactation specialists and doulas, plus access a library of educational resources for each milestone.

Progyny is available to individuals and spouses/domestic partners on an eligible medical plan. There is no cost for Progyny’s resources, including PCA support and the app. If you see a physician or receive treatment, you will have financial responsibility according to your medical insurance.

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