

Momentive

Momentive (formerly SurveyMonkey) is an agile experience management company helping organizations create better stakeholder experiences to shape what's next. We talked with Julie Fernandez, Senior Benefits Analyst at Momentive, about the company's decision to provide fertility and family-forming benefits to their global workforce.



Creating a competitive benefits package for Momentive's global employees

Being on the Momentive benefits team means putting together impactful, flexible programs that support employees and their families.

"Our philosophy is all about taking care of the whole employee," said Julie Fernandez, Senior Benefits Analyst at Momentive.

The team's interest in fertility benefits started with employee questions about their existing coverage, particularly around in vitro fertilization (IVF) and the restrictions that typically exist in traditional medical plans. The company's existing plans required a medical diagnosis of infertility in order to cover fertility drugs, but it didn't cover IVF or other fertility care — which was not inclusive of employees pursuing other paths to parenthood.

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Choosing Carrot

The Momentive team wanted to find an inclusive benefit that would meet the needs of all employees. Fertility benefits that rely on the medical definition of infertility or only provide IVF exclude LGBTQ+ people and single-intending parents looking to form families in other ways. In addition to IVF, Carrot provides support for fertility preservation, donor-assisted reproduction, adoption, and gestational carrier services (commonly referred to as surrogacy). The breadth of Carrot's options would benefit Momentive recruitment and retention efforts — for example, only [17%](#) of companies with 500 employees or more offer assistance for adoption.

"The market is always changing, and we need to stay relevant and competitive to attract and retain talent," said Fernandez. "Offering Carrot helps us meet that goal."

It was also key that the solution solve a gap in fertility coverage for their entire employee population — not just those in certain locations.

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Carrot's global network of more than 55 supported countries, native language support for eight languages, and deep knowledge base of cultural norms aligned with Momentive's Diversity and Inclusion (D&I) initiatives as well, Fernandez said. Momentive has employees in 9 countries around the world, and offering benefits parity was important to them.

"Being that we were trying to solve this gap for all our employee population, we wanted to be equal and accessible to all," said Fernandez. "To be supportive of DE&I initiatives, it wouldn't make sense to offer just to U.S. employees and not equitably to the rest of the population."



Employee feedback

Momentive employees consistently rank Carrot over 4 out of 5 stars when asked about their satisfaction with the program. And while benefits surveys are anonymous, Fernandez has received positive, qualitative feedback about the value Carrot has brought to Momentive employees, too.

“Without [Carrot], I would be in a pretty difficult situation taking care of my fertility,” said one Momentive employee in a benefits survey. “Thank you for giving us this option. I will be using it next year as well!”

Fernandez said it’s especially meaningful to hear from individual employees who have been able to expand their families thanks to Carrot.

“Our employee emails have been very touching, hearing that it’s had such a positive impact on their journey and family-forming experience,” she said.

Momentive Chief People Officer Becky Cantieri agrees. She [wrote an article on LinkedIn](#) about her experience with IVF and the company’s decision to add fertility benefits.

“This is the right thing to do,” [she wrote](#). “I’m proud to be part of a company that not only says it’s committed to creating a diverse, inclusive environment where everyone, no matter their background or circumstance, can succeed — it’s willing to walk the talk.”

Want to learn more about how Carrot could help your company? Contact us at lets@get-carrot.com.

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