

How fertility benefits can save your company money

Since Facebook and Apple first introduced fertility preservation benefits to their employees in 2014, other employers have been quick to notice the positive impact fertility benefits can have on their workplace. [Many of the benefits are clear](#) — employees are asking for them, they help attract and retain talent, and they help promote diversity and inclusion.

And, despite their upfront costs, fertility benefits can also lower overall healthcare spend and costs associated with reduced employee productivity. Fertility benefits reduce two types of employer costs: direct costs and indirect costs.



Better outcomes mean lower healthcare costs

When thinking about company finances, it's important to look at potential long-term effects — not just upfront costs. Many people associate in vitro fertilization (IVF) with twins, triplets, and even higher-order multiples because the high cost of fertility treatments often drive [those paying out-of-pocket to transfer multiple embryos](#). Compared to getting pregnant through intercourse, getting pregnant through assisted reproductive technology (ART) is three times more likely to result in multiple births than singleton births.

While implanting multiple embryos can lead to higher rates of pregnancy, carrying multiples [poses greater risk](#) both to the person giving birth and the children, requiring a more attentive care team and increasing the likelihood of necessary medical intervention. Carrying multiples is associated with higher rates of preterm and cesarean deliveries, longer hospital stays for those giving birth, longer stays in neonatal intensive care unit (NICU) for babies, and additional fees for physician and expert consultations. The medical risk — and the resulting medical costs — only increases with the number of fetuses.

[One study suggests](#) that, while a singleton birth costs about \$21,000, that cost goes up to \$105,000 when having twins and more than \$400,000 for triplets or more. These costs fall on self-insured employers — who pay for medical claims directly — or on fully-insured employers and their employees in the form of higher insurance premiums.

However, offering a clinically-managed fertility benefit relieves the financial burden on employees, which contributes to decisions to transfer multiple embryos at the same time. The right fertility benefits vendor ensures that employees receive care from reputable clinics that follow medical best practice for transfers and educates employees about the safest way to approach their treatments to ensure they have a smooth journey. At Carrot, we've gone one step further than any other fertility benefits vendor by making single embryo transfers (eSET) our default protocol (except in rare cases where it is not medically recommended). This policy leads to more singleton births, fewer preterm births, and, ultimately, lower healthcare costs.

Mental healthcare support



Fertility concerns and mental health concerns are closely linked. Mental health contributes direct and indirect costs in the form of medically-necessary treatments and services — mental health is the [fourth largest source of healthcare spend](#) in the United States — but also contributes to indirect costs, as well. Research shows that the [depression levels in patients with infertility](#) are comparable to patients who have been diagnosed with cancer.

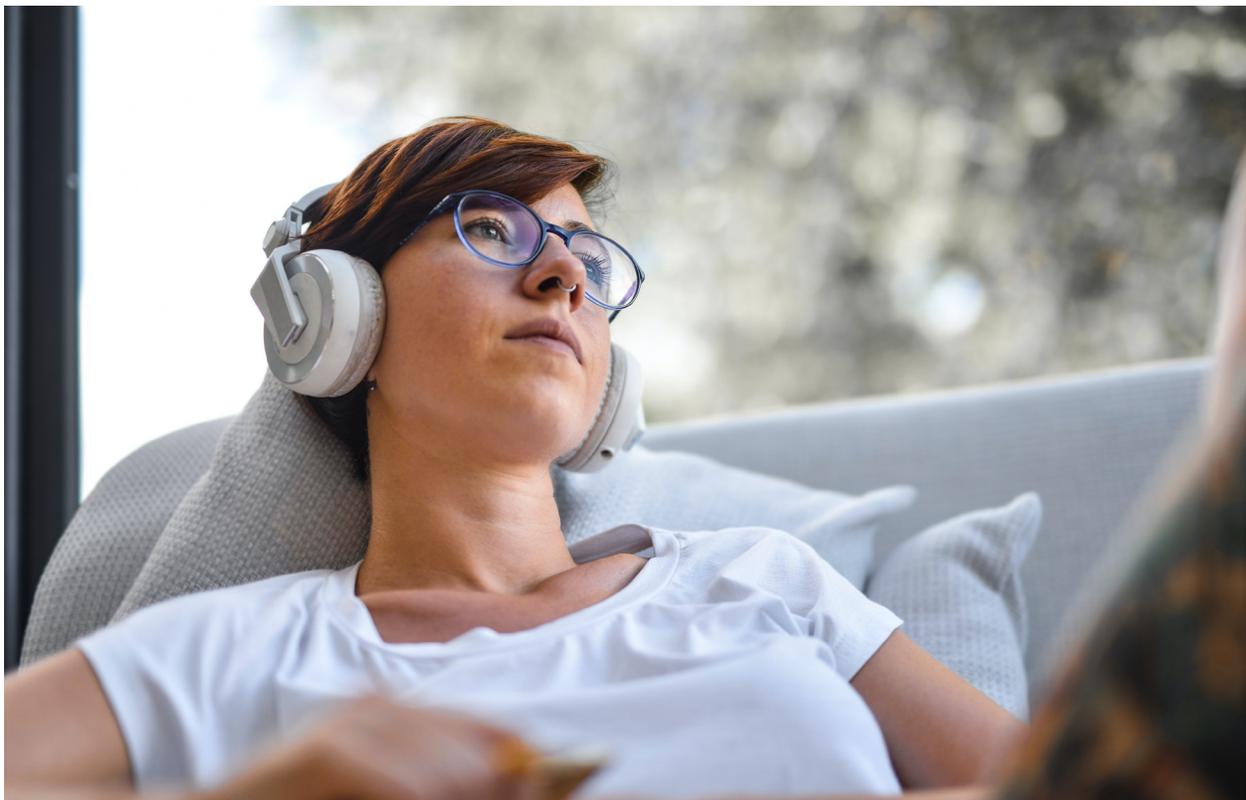
Another study found that [half of women and 15% of men](#) said that infertility was the most upsetting experience of their lives. And [up to 40%](#) of women struggling to get pregnant report experiencing anxiety, depression, or both — twice the rate of mental health disorders in women who aren't experiencing concerns with infertility. Premature births, as well, are more likely if the birth mother experienced chronic stress during pregnancy. The right fertility benefits vendor can alleviate a number of the concerns and costs among intended parents struggling to build a family, ultimately reducing direct and indirect costs for employers.

In addition to a financial benefit that gives employees the means to address their primary source of pain, Carrot also includes access to emotional well-being experts members at no additional cost. Threequarters of Carrot members who struggle with infertility-related mental health concerns report that Carrot has directly improved their mental health.

Absenteeism

Dealing with fertility-related issues can be extremely stressful for employees, and it can negatively impact their work performance as a result. For instance, employers may want to consider how financial stress for employees trying to cover the costs of fertility treatments themselves may impact workplace productivity. [A 2018 survey by Student Loan Hero](#) found that, among 776 people who planned to undergo some type of fertility treatment in the next 12 months, 40% reported feeling stressed about the cost of the treatment. Given that [financial stress frequently leads to chronic health disorders and high absenteeism](#), it goes without saying that this would negatively impact productivity.

On the other hand, [22% of employees](#) with employer-sponsored fertility coverage said they're more likely to work harder. Not only does helping your employees cover the cost of treatments relieve some financial burden, but it also inspires feelings of loyalty toward your organization and motivates employees to do their best work.



Retention



In addition to bringing motivated employees into your organization, fertility benefits can inspire your employees to stay longer. [Research from FertilityIQ](#) found that 62% of employees who had their IVF covered by their employer reported being more likely to remain in their job for a longer period. Similarly, employees who work at companies with adoption benefits, regardless of whether or not they're used, [often feel more goodwill toward their employers](#). On the flip side, employees are also likely to leave an organization that doesn't offer them the benefits they want: [more than 50% of employees](#) have reported leaving their jobs after finding better benefits elsewhere.

Why does this matter? If you take a look at the data, it costs employers an [average of 33% of a worker's annual salary](#) to hire a replacement if they leave. In other words, if a mid-level employee who was paid an annual salary of \$100,000 decides to leave your company to join another company that offered better benefits, it would cost you \$33,000 to replace that individual. By reducing turnover at your organization, you can save thousands of dollars as a result.

Recruiting

Today's [job market is candidate-driven](#), which means that employees have options and can be selective about which company they work for. That's why it's important for employers to offer a competitive package that stands out from other offerings. Fertility benefits are a great way to achieve this, especially since Millennials — [who comprise the largest portion](#) of the U.S. labor force — [prioritize benefits over pay](#) and have reached the age where they're thinking about starting a family. In addition, offering gestational carrier and adoption services demonstrates to potential candidates that you have an inclusive culture and give everyone, regardless of age, sexual orientation, gender identity, or marital status, the equal opportunity to start a family.

Given this, fertility benefits are a great tool to fill your talent pipeline with quality candidates. This can save your organization a significant amount of time and money — [a report by LinkedIn](#) found that only 30% of companies are able to fill a vacant role within 30 days, and the other 70% of companies are taking anywhere between one to four months to process a new hire. This is likely one of many reasons why we've seen several high-profile employers, including Foursquare, Pinterest, InVision, and American Express, introduce or increase their fertility benefits coverage.

Carrot's mission is fertility care for all, regardless of sex, gender identity, sexual orientation, relationship status, or geography. Get in touch with us to learn how you can offer LGBTQ+-inclusive fertility benefits to your employees. For more information, visit [get-carrot.com](#).

Provides a turnkey solution for companies to establish an inclusive fertility benefits program for all employees regardless of age, sex, sexual orientation, gender identity, or geography.

Improves access to high-quality fertility care and dramatically reduces the emotional and financial strain for employees who need it.

Offers flexible plans recognized for inclusivity, price transparency, and focus on healthier outcomes.



Founded in 2016, Carrot is the only fertility benefit with a global network of high-quality clinical providers of reproductive technologies in more than 60+ countries and at over 3,100 clinics. Carrot also works with numerous partners to ensure members have access to donor gametes, gestational carriers, and adoption services. Carrot's global team includes world-class healthcare operators, engineers, designers, benefits experts, fertility doctors, nurses, and clinicians. Learn more at [carrotfertility.com](#).