

# Fertility support ≠ infertility support

Examining the need for a fertility revolution  
to fit the modern workforce

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Featuring brand-new research from Peppy, BICA  
and Fertility Matters at Work

A dark purple circle containing white text. To the left of the circle is a white stylized figure of a person with an orange circle on their chest, a purple circle on their left side, and a dark purple circle on their right side. To the right of the circle is a large orange starburst shape.

**FERTILITY  
AWARENESS  
WEEK**

30.10.—06.11

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# Introduction

Our experts uncover intriguing facts about fertility and its impact on the workplace. Discover their concise, but insightful comments that offer valuable perspectives on this crucial topic.



## Francesca Steyn

VP of Clinical at Peppy  
Multi awarded fertility and women's health nurse  
Chair of the RCN Fertility nursing forum

Peppy Fertility provides a holistic approach, offering personalised guidance on fertility including pre-conception care, conception, treatments and alternative routes to parenthood. We are a team of fertility nurse specialists and midwives with a wide range of experience in both the NHS and independent fertility sector and our clients have access to expert advice and support, fertility testing and diagnostics, consultations, evidence-based clinical content, nutritional and lifestyle support and emotional wellbeing care. Support is available to everyone including LGBTQIA individuals and couples seeking to build their families and those who are looking to preserve their fertility. Our specialist team are able to support our clients all the way through from understanding how fertility works, to thinking about family building options such as surrogacy, fertility genetics and adoption.



## Angela Pericleous-Smith

Senior Specialist Fertility Counsellor (AMBICA)  
Chair British Infertility Counselling Association  
Counsellor Representative British Fertility Society

The British Infertility Counselling Association (BICA) is a registered charity and the UK's leading professional fertility counselling association. BICA is recognised by both the Human Fertilisation and Embryology Authority and the British Fertility Society. Our aims are:

- To inform and educate our colleagues and the public on the psychological impact of infertility through training.
- To support our members in their practice and professional development with information, training, networking, and ethical accreditation.
- To ensure well-informed decisions and the highest standards of counselling for those seeking our members' services.
- To safeguard the interests of individuals dealing with infertility, recognizing sensitivity and expertise in alternative family creation decisions.
- To represent the interests of our members in policy and practice forums, at conferences and at associated meetings.



## Becky Kearns

Co-Founder of Fertility Matters at Work  
Fertility Patient Advocate as 'DefiningMum'  
Founder of Paths to Parenthub

Fertility Matters at Work (FMAW) CIC exists to provide awareness raising activities, employee and manager training, inclusive policy development and guidance for organisations to better support people dealing with fertility challenges at work. Through a holistic approach to organisational support, FMAW equips workplaces to become fertility friendly accredited™.

# This is a wake up call!



Written by **Francesca Steyn**, VP of Clinical at Peppy, multi awarded fertility and women's health nurse and Chair of the RCN Fertility nursing forum.

## The need for a fertility evolution

As a fertility and women's health nurse, I'm acutely aware of the many challenges individuals and couples face on their fertility journeys. But there's a narrow understanding of fertility issues – particularly in the workplace.

Too often, employers equate fertility with infertility. While the latter is undoubtedly significant, it's only a slice of the broader fertility issues affecting employees. **In the UK, 40% of people aged 25-60 have experienced at least one fertility-related issue.**

Offering care to employees facing infertility or going through rounds of treatment is vital.

But, the real value of fertility support lies in supporting every stage of the journey, preventing potential problems and offering affordable, scaleable, far-reaching care that protects your workforce, their future plans, and your company's bottom line.

## A vision for the future

Today, access to reproductive healthcare is more needed and yet more of a challenge than ever before. We're here to help top employers bridge this gap as an investment in their team and their business.

This resource provides:

- Insight into the fertility crisis
- The latest fertility in the workplace research
- Modern-day solutions to address these challenges

**This is a wake-up call for employers; reimagining fertility support is not just a healthcare decision; it's a strategic one.**

# The state of the nation

Dependable fertility care is becoming even harder to find. With the NHS struggling and private medical premiums sky-rocketing, employee healthcare demands are hitting an all-time high. There's an immediate need to take action to support employees.



More than half of employees (55%) seeking increased fertility support should serve as a wake-up call to employers, urging them to prioritize the emotional well-being of their workforce. Lack of emotional support from employers is a significant concern for those facing fertility issues, highlighting the need for an open and understanding workplace to change cultural norms and address taboos related to fertility issues and careers.

**Angela Pericleous-Smith**



A lack of, or poor support can lead to a loss of talent, shown clearly as 1 in 3 employees report that they would be likely to consider leaving or changing their employment, even more-so within the generation likely to be thinking more about their fertility (age 25-34).

**Becky Kearns**

## Problem 1

### The UK's healthcare system is in crisis

**NHS is in crisis.** Not only are hospitals running over capacity and NHS waitlists longer than ever, but NHS staff also going on strikes over pay and working conditions blatantly demonstrates the NHS' current crisis.

**Private medical insurance premiums are sky-rocketing.** Employees struggle to turn to private medical insurers without paying extortionate amounts, as premium inflation was estimated to be as much as 9% in 2023 in the UK.

**Employee healthcare demands are at an all-time high.** This means employees are turning to their employers to support their healthcare needs.

## Problem 2

### Employees are facing a myriad of fertility issues

**Aspiring parents are being forced to pay for private care.** Long NHS waitlists and lack of general early-stage support means the only alternative is turning to private care.

**The average age of parents is at a record high.** The mean age of mothers is currently 36 years old, specifically increasing by 1.5 years between 2001 and 2021, the steepest increase since 2021. This is primarily due to socio-economic factors leading to more women and couples delaying having children until later in life.

### Fertility rates are falling drastically.

Fertility rates in 2023 in the UK are likely at the lowest since records began in 1939, because of this rising age of parents, lifestyle factors, an increase in sexually transmitted diseases, and environmental factors involved in urbanisation and urban lifestyle that are affecting fertility.

**There has been a "dramatic rise" in egg-freezing rates.** Not only has the option of egg-freezing become more well-known in recent years, but the rise in women wanting a choice of when to have a baby (especially later) also increased the rate of women opting to freeze their eggs.

**Globally, sperm quality appears to be declining.** Factors such as pollution have been demonstrated to affect men's fertility, and specifically, sperm quality.

## Problem 3

### Employees are demanding healthcare support

- Health insurance is one of the most sought-after employee benefits.
- More than half (55%) of employees say they want more fertility support from their employer.
- 1 in 3 are likely to consider leaving or changing their current job within the next year due to a lack of workplace fertility or baby loss support.

## Fertility and the cost of living crisis: Major financial burdens for employees

Featuring the latest research from Peppy, BICA and Fertility Matters at Work as of September 2023.

### 40%

40% report mental health impact from unaffordability or lack of fertility support. **48% of rising talent\*** shares this concern.

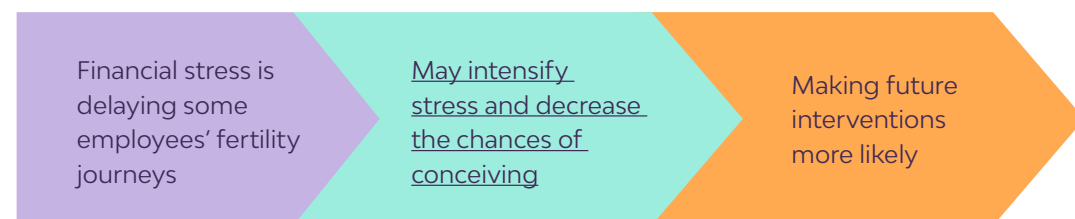
### 56%

56% delay fertility journey by 2 years, citing financial concerns. **69% of rising talent\*** faces similar challenges.

### 24%

24% of employees say they are "more stressed about fertility than about the cost-of-living crisis".

**The link between fertility and the cost-of-living crisis poses a daunting challenge.** It's a downward spiral that could be prevented by providing holistic access to fertility information and mental health support.



\*rising talent = employees aged 25-34

### The rise of high-cost fertility benefits.

Fertility benefits focus on later-stage, infertility treatment-related benefits.

- In the UK, companies including NatWest, Centrica, Clifford Chance and Cooley all launched schemes to cover up to £45,000 worth of fertility treatment and egg freezing in 2021.
- Companies like Snapchat and Salesforce are offering to fund surrogacy, sometimes up to \$80,000.

### What if you provided more complete fertility support from the get-go?

Many fertility issues don't require physically and emotionally demanding treatment. Treatment should be the last port of call. The mental wellbeing of employees can be seriously impacted during their fertility journeys. Providing complete support, including mental health, minimises the impact on employees' lives and work.

### New law may require fertility support.

Within the next year, the government will likely pass a law that makes certain fertility policies mandatory (e.g. paid time off for treatment following miscarriage, and entitlement to time off to accompany a partner's fertility treatment). This is part of the 'Fertility Treatment (Employment Rights) Bill'.

### But is policy and time off enough?

Without access to timely, empathetic, practical and emotional support from specialised fertility experts, employees will still be left struggling to understand their options, cope with emotional challenges, and navigate the maze of fertility treatment alone. This burden doesn't only impact employees' daily lives, but also their work.

## At a glance

High-cost fertility perks come at a price to the employer, and don't guarantee success

	Cost	Success rate
<b>Egg freezing</b>	<u>£7,000-£8,000</u>	Success rates tend to be low, but technology is constantly improving
<b>IVF</b>	<u>£13,276 heterosexual couples</u> <u>£15,512 same-sex couples</u>	Average overall pregnancy rate from IVF using fresh embryo transfers was 29% in 2021
<b>Surrogacy</b>	Total costs of surrogacy in the UK can be <u>more than £50,000</u> , including payment, clinical payments, expenses and legal fees	The journey to parenthood via surrogacy has many obstacles including long waiting times and parental rights laws



# New Research Key Findings



There's so much we could say on this topic, but in essence to become 'fertility friendly' organisations need to consider support for employees as well as for line managers, who will be the ones supporting day-to-day on the ground. The best way to embed this into the culture is to bring this topic to life, share personal stories, break down the taboo and stigma, whilst providing credible sources of information and support. Our hope is that this report provides the 'why' to allow you to take the next steps in making positive change to become a fertility friendly workplace.

**Becky Kearns**



You've probably heard of IVF for infertility, and egg freezing for those who wish to conceive later. But fertility is much more than infertility, and concerns many more than just women "of reproductive age".

**Francesca Steyn**

## Fertility issues significantly impact more than 1 in 6

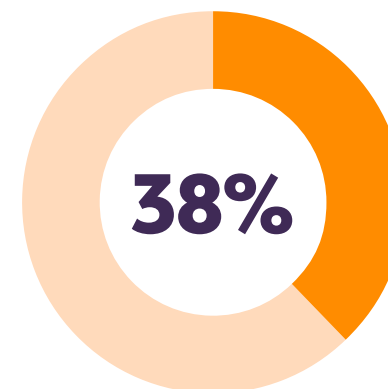
Previously, workplaces have referred to the fact that 1 in 6 people are impacted by infertility as their benchmark. But our research shows that the impact of fertility issues goes much further.

Your employees are experiencing fertility issues. **2 in 5 Brits aged 25-60** surveyed say they have experienced at least one fertility issue.

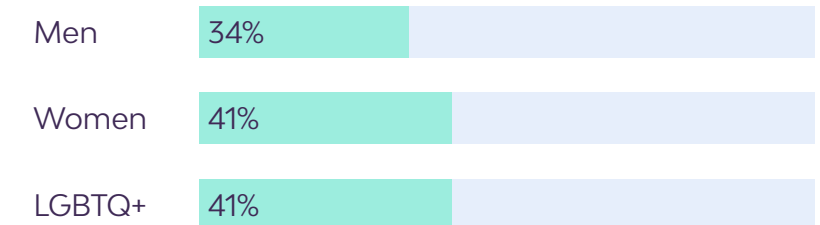
- **1 in 3** said it was from personal experience (22% male vs 40% female)
- **1 in 5** say their partner has experienced (31% male vs 9% female)
- **2 in 3** LGBTQ+ respondents in this age group have experienced this or their partner has

## It's not just about fertility treatment...

Discounting going through fertility treatment, 38% say they have experienced a fertility issue. That means a holistic approach to fertility is key to supporting employees effectively.



38% of surveyed people say they have experienced a fertility issue:



## This is all the more prevalent for rising talent...

Over half (51%) of people marked as rising talent\* (aged 25-34), a group that is particularly hard to retain, say they have experienced at least one fertility issue

**40%**

40% say it was from personal experience (32% male vs 47% female)

**35%**

35% say their partner has experienced (41% male vs 18% female)

**66%**

66% of LGBTQ+ respondents in this age group have experienced this/their partner has

## What do we mean by 'fertility issues'?

When we refer to 'fertility issues' throughout this resource, we are referring to respondents who have said that they or their partner have experienced at least one of the following:

- Issues when trying to conceive
- Egg, sperm or embryo freezing
- Baby loss through miscarriage, stillbirth and neonatal death
- Diagnosis of a condition that might affect fertility\*\*
- Fertility investigations and/or treatments\*

## How common are these fertility issues?

According to our research...

**16%**

Report issues when trying to conceive

**15%**

Report fertility investigations and/or treatments\*

**25%**

Report experiencing the loss of a baby through miscarriage, stillbirth and neonatal death

**18%**

Report the diagnosis of a condition that might affect fertility\*\*

**10%**

Report experiencing egg, sperm or embryo freezing

\* Treatments including IUI, IVF and others

\*\* Such as PCOS, fibroids, endometriosis or sperm disorder

### Employees want more fertility benefits:

Over half (**55%**) of people surveyed said they want more support from their employer when it comes to their fertility journey. This rises to 62% in the rising talent\* segment of the workforce.

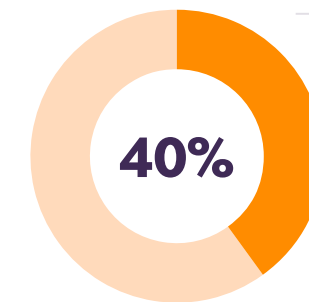
## The impact of fertility in the workplace

Neglecting fertility support isn't just about the human impact, it's costing your business too. From reduced attrition rates and increased productivity, to potential advances in cultural and DE&I goals, it pays to take a holistic approach to fertility support.

### Attrition

#### Fertility support is a determining factor in employee retention.

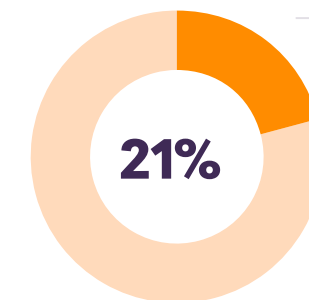
More than one in three (31%) employees surveyed say they are likely to consider leaving/changing their current job within the next year due to a lack of workplace fertility or baby loss support. This rises to a huge **40% of those struggling with fertility issues**, not going through treatment.



Struggling with fertility issues, not going through treatment

- 45% of BAME
- 43% of rising talent\*

**Over one in five (21%) people** say they have previously considered leaving, or changing jobs due to struggles with fertility (theirs and/or their partners).



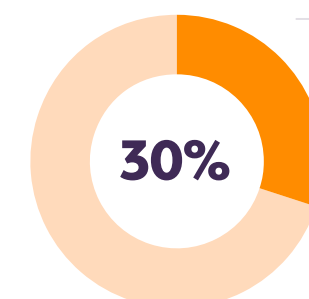
Considered leaving or changing job due to fertility struggles

- 31.54% of BAME
- 25.62% of LGBTQ+
- 26% of rising talent\*

### Productivity

#### Inadequate fertility support impacts workplace efficiency.

**3 in 10 (30%) people** surveyed say their productivity at work has been negatively impacted due to unaffordability and/or lack of access to fertility support.



Say their productivity at work has been negatively impacted

- 34% BAME
- 38% LGBTQ+
- 25% men
- 32% women
- 39% struggling with fertility issues, without treatment

\*rising talent = employees aged 25-34



**Recruiting**

**High quality fertility support attracts top talent.**

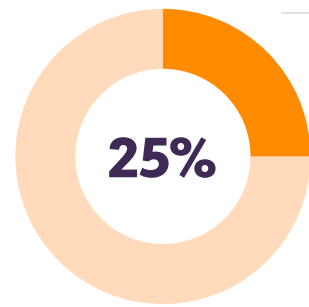
Over half (56%) of employees surveyed said that **remote access to 1:1 appointment with fertility specialist and access to fertility testing** is important to them when searching for a new job.

Over a fifth (22%) of people surveyed agree with the statement "I would turn down a job offer from a company that does not offer fertility benefits or support."

**Loyalty**

**Fertility support strongly builds employee loyalty.**

A quarter (25%) of people surveyed said their loyalty to their employer has been negatively impacted due to unaffordability and/or lack of access to fertility support.



Say their loyalty is affected by unaffordability and/or lack of fertility support.

- 34% struggling with fertility issues, without treatment
- 30% of rising talent\*

**Time off**

**Fertility-related issues, both treatment and other struggles, are leading employees to take more time off.**

Over two thirds (64%) of people have taken time off work for a fertility related issue.

**Better employer support can reduce the amount of time off taken.** 22% of people agree with the statement "I would have taken less time off work due to struggling with my fertility journey, if I had more support from my employer."

**Going through treatment is not the only reason employees take time off work due to fertility.**

**7.25 days**

Average amount of time off taken by 87% of people who've undergone treatment

**5 days**

Average amount of time off taken by 74% of people with fertility issues, without treatment

**Fertility and DE&I: A closer look**

Women can suffer from a host of fertility-related issues, from PCOS and endometriosis, to miscarriages and post-partum problems. Employers providing complete fertility support undoubtedly helps attract and retain women in their workforce, and thus promote gender parity in the workplace.

**But let's do away with the image of fertility being a woman of reproductive age: fertility is not simply a woman's issue, fertility impacts everyone.**

By offering inclusive, holistic fertility support, employers boost their DE&I, not simply in terms of gender parity. BAME and LGBTQ+ employees are disproportionately affected by fertility issues, while men and Gen Z are also impacted.

Employer fertility support needs to reflect this. Based on our research, it's clear that employers need to include men, the LGBTQ+ community, those grappling with conditions like PCOS and endometriosis, and those in need of foundational education about conception.



**Francesca Steyn**



The recognition that fertility issues impact both women and men is vital. Regardless of gender, sexuality, relationship status. Partners are also going through fertility issues and this is often forgotten by society and employers yet it is key to supporting employees and retaining staff.

**Angela Pericleous-Smith**



Fertility support isn't just a wellbeing issue, but also a core part of the diversity and inclusion agenda, intersecting with gender equity, the LGBTQ+ community, and the BAME community.

**Becky Kearns**

**“I have stayed longer in my current job because of the fertility support I have access to.”**

22% of surveyed men

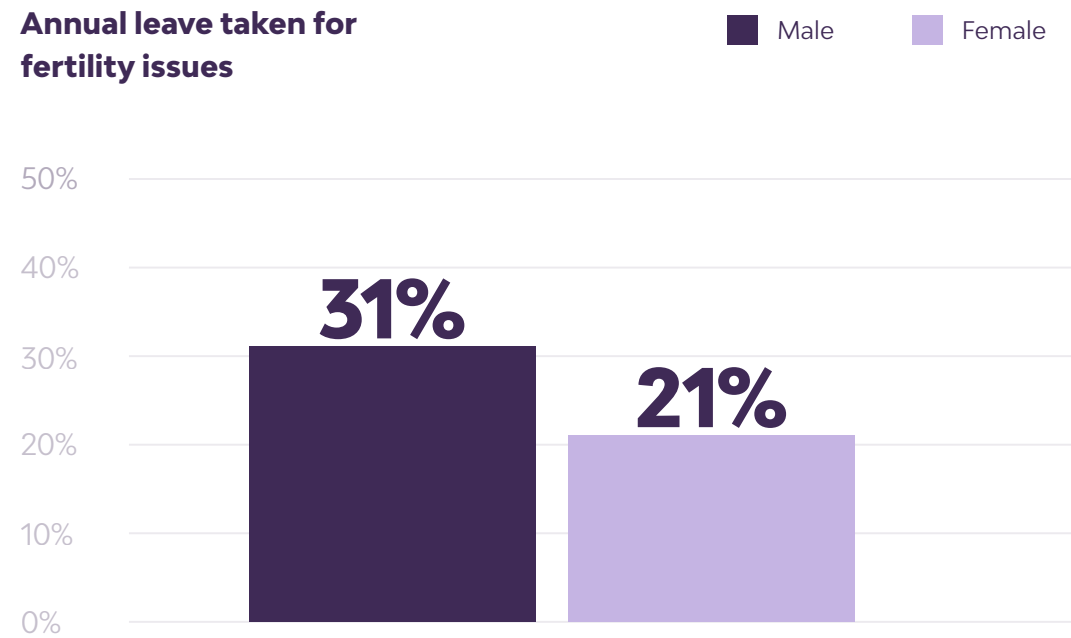
Fertility impacts male employees. Over 1 in 5 men surveyed personally experienced a fertility issue, and in heterosexual couples, 30% of infertility problems are male. Men need support in their fertility journey too – including information and clinical help, along with mental health.

31% of male respondents took annual leave for fertility issues vs. only 21% female.

As fertility is still primarily perceived as a “women’s problem”, fertility can be more of a taboo topic for men, which may lead them to avoid giving

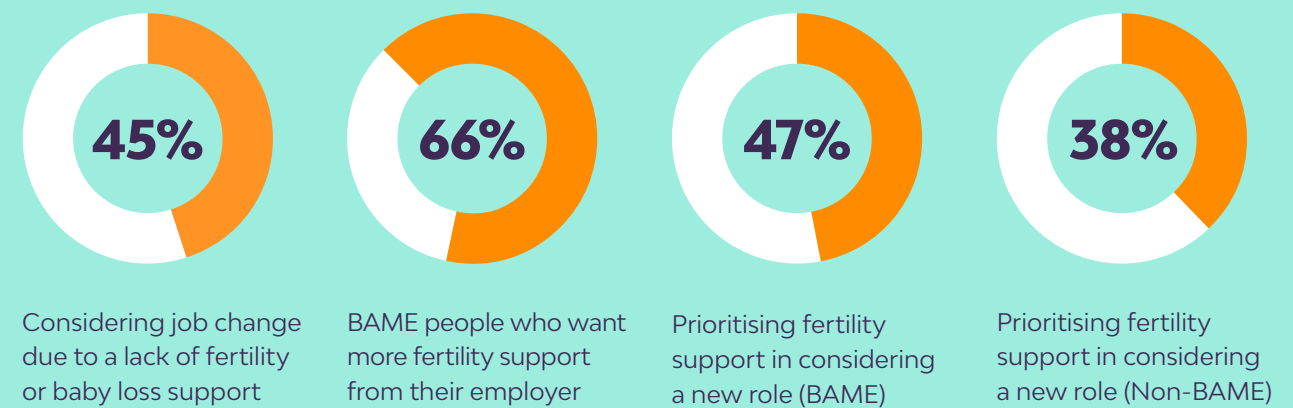
the true reason for their time off. 22% of men agree with the statement “I have stayed longer in my current job because of the fertility support I have access to”, demonstrating the importance these policies have in retaining male talent too.

**Annual leave taken for fertility issues**



**“I have considered leaving or changing my current job within the next year due to a lack of fertility or baby loss support.”**

45% of surveyed BAME people



BAME employees tend to be disproportionately affected by fertility issues, and accordingly value fertility support in the workplace at a greater rate. To take one example, BAME women in the UK are 40% more likely to experience a miscarriage than their white counterparts. Reasons vary, but the raw fact that fertility issues impact BAME employees more remains.

- 45% of BAME people surveyed said they have “considered leaving or changing their current job within the next year due to a lack of fertility or baby loss support”, which is 12% more than the average.
- BAME people are more likely to take annual leave rather than sick leave, compared to people from non-BAME ethnic backgrounds.
- Nearly half (47%) of BAME people surveyed said if they were to consider a new role, fertility support (i.e. practical and/or emotional support) would be most important to them (vs 38% of non-BAME ethnic backgrounds).
- Two thirds (66%) of BAME people surveyed said they want more support from their employer when it comes to their fertility journey (vs. overall avg of 55%).
- Employers should provide holistic fertility support for all, which is in tune with the ethnic differences in the experience of fertility issues. This will help attract and retain BAME talent, along with promoting DE&I across the organisation.

## “My fertility journey has been a limiting factor in my career.”

30% of surveyed LGBTQ+ people

LGBTQ+ employees struggle more with fertility issues. Not only are some fertility policies not inclusive, but LGBTQ+ employees are also seem to be more affected by fertility issues, as shown by greater time off taken and impact

on mental wellbeing. By providing holistic, inclusive fertility support, employers can help their LGBTQ+ employees tackle this – leading to higher retention and recruitment of diverse talent.

# 30%

30% of LGBTQ+ people said their fertility journey has been a limiting factor in their career.

# 6 days

On average, LGBTQ+ people surveyed have taken off 6 days for fertility-related issues, whereas heterosexual people have taken off 4 days.

# 49%

LGBTQ+ people surveyed are more likely than heterosexual/straight people surveyed to say their company’s policies and benefits related to families and fertility are not inclusive of their circumstances to parenthood (49% vs 38%).

# 49%

Almost half (49%) LGBTQ+ people said their general mental wellbeing has been negatively impacted due to unaffordability and/or lack of access to fertility support (vs 40% avg).

## Ever thought all Gen Z cares about is a 4-day work week?

Think again.

Many Gen Z prioritise fertility support over other benefits. As an employer, that means high quality fertility support helps to attract and retain employees in their formative years, who have a greater tendency to change jobs.

Nearly 2 in 5 (37%) Gen Z people surveyed said when considering company benefits, fertility benefits are more important to them compared to a 4-day work week.

Nearly half (47%) of Gen Z people surveyed said if they were to consider a new role, fertility support would be most important to them, compared to over a third (36%) of Gen X people who said the same.

# 37%

37% of Gen Z people surveyed said when considering company benefits, fertility benefits are more important to them compared to a 4-day work week

# 47%

of Gen Z people surveyed said if they were to consider a new role, fertility support would be most important to them



Having a wider reach in employees impacted is also not enough. Fertility support needs a holistic approach, to include all ages and partners. Rising talent is particularly concerned, with generally less available support at an earlier stage.

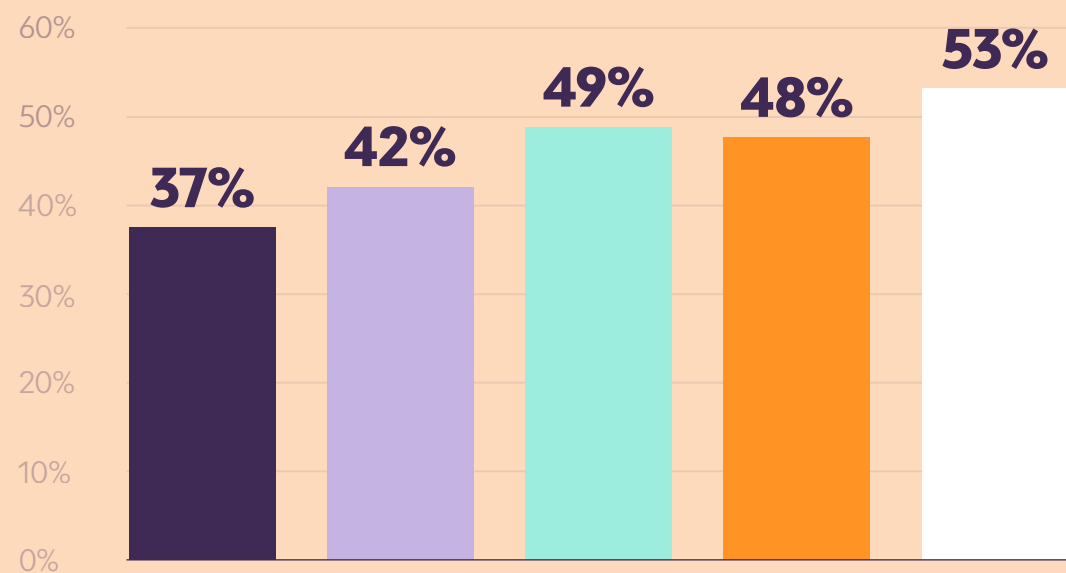
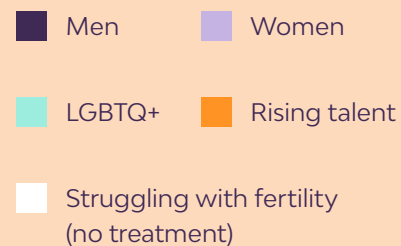
**Francesca Steyn**

## Fertility and mental health – the silent epidemic

Studies show that women and men going through fertility treatments experience much higher rates of depression and anxiety. Part of this anxiety is hormone-induced, while part is worry around potential infertility. On top of this, this poor mental health might also impact fertility itself, leading to a vicious cycle that could

severely impact mental wellbeing. But, fertility issues beyond treatment also take a toll on mental health. The stress of the emotional and financial burden of fertility issues impact employees' daily lives. Employers have a role to support their people, and avert an impending mental health crisis.

**40% employees** surveyed say their general mental wellbeing has been negatively impacted due to unaffordability and/or lack of access to fertility support



### Fertility and mental health: A ticking time bomb that can be prevented

It's essential for employers to act now. Burdened by healthcare needs, employees no longer know where to turn, which can severely impact their mental health.

This mental health crisis could lead to long-term impacts for businesses, in terms of employee attrition and further health costs. For employees to thrive, it goes without saying that their mental health must be thriving too.

**18%**

18% of people surveyed are worried about lack of emotional fertility support available as they try to conceive/embark on a fertility journey.

**24%**

Almost a quarter (24%) of people surveyed said they agree with the statement **"I am more stressed about fertility than I am about the cost-of-living crisis."**

That's significant, given that research shows a third of UK adults are currently anxious about their financial situation.

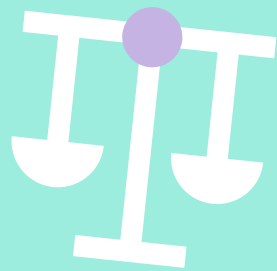


Fertility issues have a significant profound impact on individuals and their well-being. For those faced with fertility issues having the opportunity to access a Fertility specialist counsellor where they have a safe place to share their feelings and anxieties and an opportunity to work through these and develop new coping strategies can be enormously beneficial and make a huge difference to their well-being.

**Angela Pericleous-Smith**

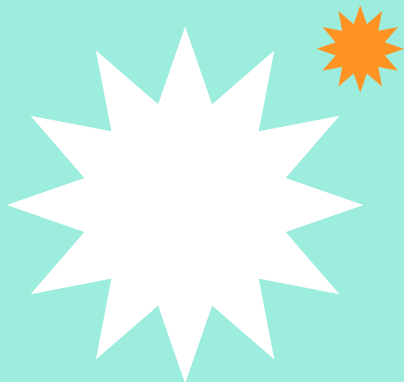
# Road to conception

## The 5 stages of fertility



**1. Considering:** When employees are envisioning their future plans, Peppy is here to guide and educate, enabling them to make informed decisions from the get-go.

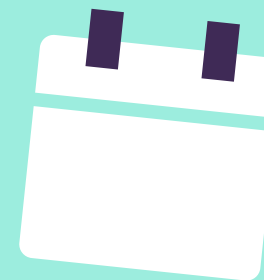
**2. Problems:** As NHS waiting times get longer year-on-year, diagnoses of reproductive issues like PCOS and endometriosis are becoming longer and more challenging. Peppy helps ease that pressure, by providing at-home tests and expertise that help employees identify, understand and treat fertility problems without having to go through the NHS or PMI (Private Medical Insurance).



**3. Trying (without treatment):** The road to conception isn't always straightforward. With Peppy, employees receive guidance every step of the way. They can then take steps to optimise their fertility and overcome any obstacles, while feeling informed, empowered and confident as they look to start or grow their family.



**4. Trying (treatment):** When treatments are required, Peppy's trusted experts provide clarity and understanding, simplifying what can be a complex process and minimising the need for additional appointments.



**5. What's next?** Sometimes, a fertility journey may not have the ending that was expected or wanted. We're here for the next steps, whether that be exploring other avenues or emotional or practical support.

Mental health and inclusivity:

**Emotional and mental health support at every stage:** It's no surprise that fertility and mental health are intrinsically linked, and poor mental health has ripple effects which impact an employee's personal and working life. That's why Peppy provides emotional and mental wellbeing support at every stage of the fertility journey.

**A fully inclusive service:** We understand that no path to parenthood is the same, and that today's modern workforce requires a forward-thinking, inclusive approach to fertility. So, Peppy's content is designed to speak to everyone – not just women or colleagues of "childbearing age" – and our specialists are trained in gender-affirming care as well as alternative paths to parenthood such as surrogacy and adoption.

**There is no one-size-fits-all solution to fertility issues.**

**Each experience is different.** Peppy is here for every person, at every age and every fertility journey – providing a holistic, specialised approach from day 1. Partnering with Peppy provides maximum value for employers, by ensuring their fertility support reaches a wider demographic of their workforce.



# Why Peppy?

## Holistic healthcare is the answer. Employers: don't just meet the standard; set it. Choose Peppy.

Peppy is tried, tested and proven to work by leading employers. We have a strong track record as the menopause support platform of choice, and we're using the same model-of-the-future to approach fertility care.

Fertility issues are wide-ranging. Unlike our competitors, Peppy focuses on prevention and continuous support for the many, instead of cure for the few. Rather than prioritising later-stage fertility treatment, such as IVF or egg-freezing, we accompany employees from the get-go. Our practical, scalable, high-impact, and cost-effective solutions are accessible and inclusive to all.

Peppy provides comprehensive clinical, trustworthy, expert-led care. Ultimately, this reduces PMI claims and makes a meaningful impact by empowering employees to navigate the maze of fertility confidently.

- **Peppy supports every stage, every person, every challenge.**
- **We support your modern day workforce throughout their fertility journeys.**

This expert guidance, delivered with time and compassion, helps people navigate what can be a complex, physically and emotionally challenging experience, therefore minimising its impact on their mental health, work and personal lives.

## What solutions are available?

### What employers want?

Support for all employees, at every stage of the fertility journey

Support that is inclusive and covers all routes to parenthood

Cost-effective solution

High quality 1:1 clinical support

Holistic and prevention-focused

Support extends beyond traditional one-to-one consultations

### Peppy

Peppy offers support for the full life cycle of fertility from considering, to trying, to going through treatment, to facing loss or failed treatment cycles

Peppy's support is fully inclusive - of all ages, genders and sexual orientations and paths to parenthood

Support which demonstrates real ROI and seeks to tackle issues before they become a bigger problem and ultimately reduce insurance claims

Service is headed up by Francesca Steyn, Chair of the Royal College of Nursing Fertility Nurses Forum, and with over 17 years experience as a fertility nurse specialist. She leads a team of fertility specialist nurses

Content and support beyond just fertility - users can access expert support for diet, mental wellbeing and fitness (supporting holistic health, beyond and in addition to your fertility)

Users can access webinars and a library of content

### Competitors

Offer support for employees already on a fertility journey/ trying to conceive - a very specific demographic, leaving the rest of your workforce unsupported

For example, no support is available to employees considering fertility/ planning for the future, therefore the younger, rising talent in an organisation are left unsupported

Expensive, often need to pay per use - and often means covering the cost of treatment

Most competitors are not licensed to deliver healthcare services; they simply administer payments or connect employees to external doctors

Support is largely focused on fertility treatment

Support is consultation focused



# Solution statement



Our findings highlight the need for support. Over half of respondents reported the desire to have more emotional support from their employers and this needs to be a wake-up call to employers to value their employees and their emotional well-being. Lack of emotional support from employers is a key concern for those facing fertility issues and providing an open environment which promotes and understands is key to changing the culture in the workplace and the taboo around fertility issues and careers.

**Angela Pericleous-Smith**



To become 'fertility friendly' organisations need to consider support for employees as well as for line managers, who will be the ones supporting day-to-day on the ground. The best way to embed this into the culture is to bring this topic to life, share personal stories, break down the taboo and stigma, whilst providing credible sources of information and support. This report aims to inspire positive change, providing the 'why' for your next steps toward a fertility-friendly workplace.

**Becky Kearns**

Peppy provides **practical** and **emotional** support for men, women, trans and non-binary people at **every stage** of their fertility journey – from considering, to trying, to going through treatment, to facing **loss** or **failed treatment cycles**.

This **expert guidance**, delivered with time and compassion, helps people navigate what can be a complex, **physically and emotionally** challenging experience, therefore **minimising its impact on their mental health, work and personal lives**.

# Full service breakdown

## Considering

- Optimising reproductive health
- Understanding your body and options
- What to expect when trying to conceive

## Trying

- Support for people trying to conceive
- Ovulation and cycle tracking
- Reproductive cycle

## Treatment

- Impartial practical guidance
- Emotional support
- Support on treatments e.g. IVF

## What's next

- Support after baby loss or miscarriage
- Mental health support
- Learning about other options e.g. adoption
- Other parenting options e.g. adoption and surrogacy

## Offering

### 40-minute long virtual consultations with an expert fertility practitioner

- Fertility consultations to discuss all things fertility
- AMH consultations to talk through AMH test results and next steps
- Semen analysis consultations to talk through test results and next steps
- Emotional wellbeing consultations with experts

### At-home clinical AMH testing – female fertility

- Including test, follow up consultation with results explained and a report outlining next steps

### At-home sperm testing – male fertility

- Including test, follow up consultation with results explained and a report outlining next steps



### Unlimited one-to-one chat with an expert fertility practitioner



### Guidance around trying to conceive and fertility treatment options



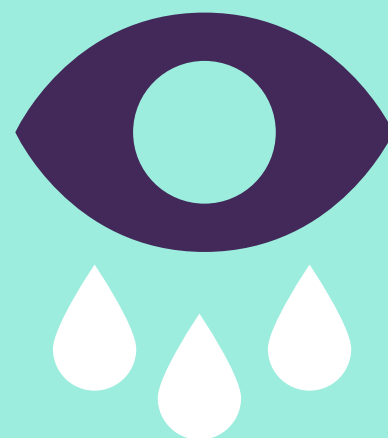
### Mental and emotional wellbeing support



### Events hosted by experts and guest speakers



### Videos, articles, audios and courses



# Thank you!



[peppy.health](https://peppy.health)

[fertilitymattersatwork.com](https://fertilitymattersatwork.com)

[bica.net](https://bica.net)

