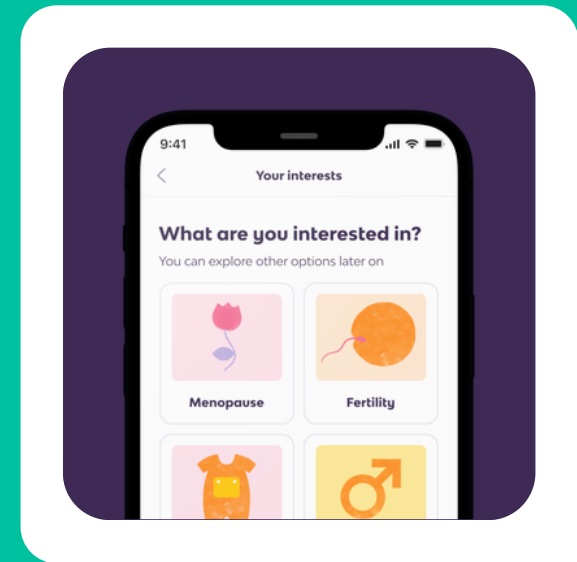
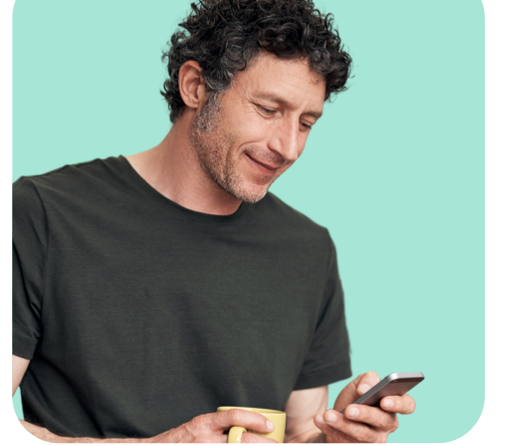


Clifford Chance support their people with Peppy



C L I F F O R D
C H A N C E



Clifford Chance
want to become an
equal-opportunities
employer, with a
global target
of at least
**40% female
Partners
by 2030**

Clifford Chance, magic circle law firm

To achieve this, the firm recognised the importance of offering specialist support for underserved areas of health. This includes essential female and reproductive health. They launched Peppy in March 2021, offering support for:



Menopause



Fertility



**Baby
(pregnancy and
early parenthood)**

The Covid-19 pandemic put employee wellbeing in the spotlight; this was the right time for Clifford Chance to take action

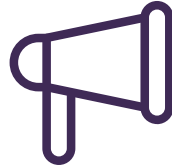
Launching Peppy in March 2021:



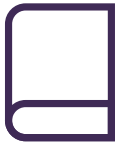
**Expert-led
launch event
open to all**



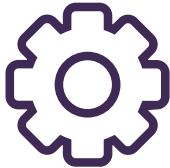
**Press and
PR support**



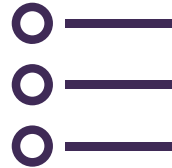
**Co-branded
marketing
materials**



**Thought
leadership
articles**



**Social media
asset production**



**Award
submission
support**

**"The Peppy team held our hand
throughout the entire process.
We were able to implement
creative solutions and
communications, that concluded
in a very successful launch."**

Anna Cotgreave, Reward and
Employee Benefits Manager



How Peppy helped Clifford Chance engage a remote workforce



Email from UK HR director

An announcement email drafted by Peppy was sent to all employees and partners, detailing how to access Peppy



Webex launch event

Over 60 Clifford Chance employees attended



Interactive menopause event

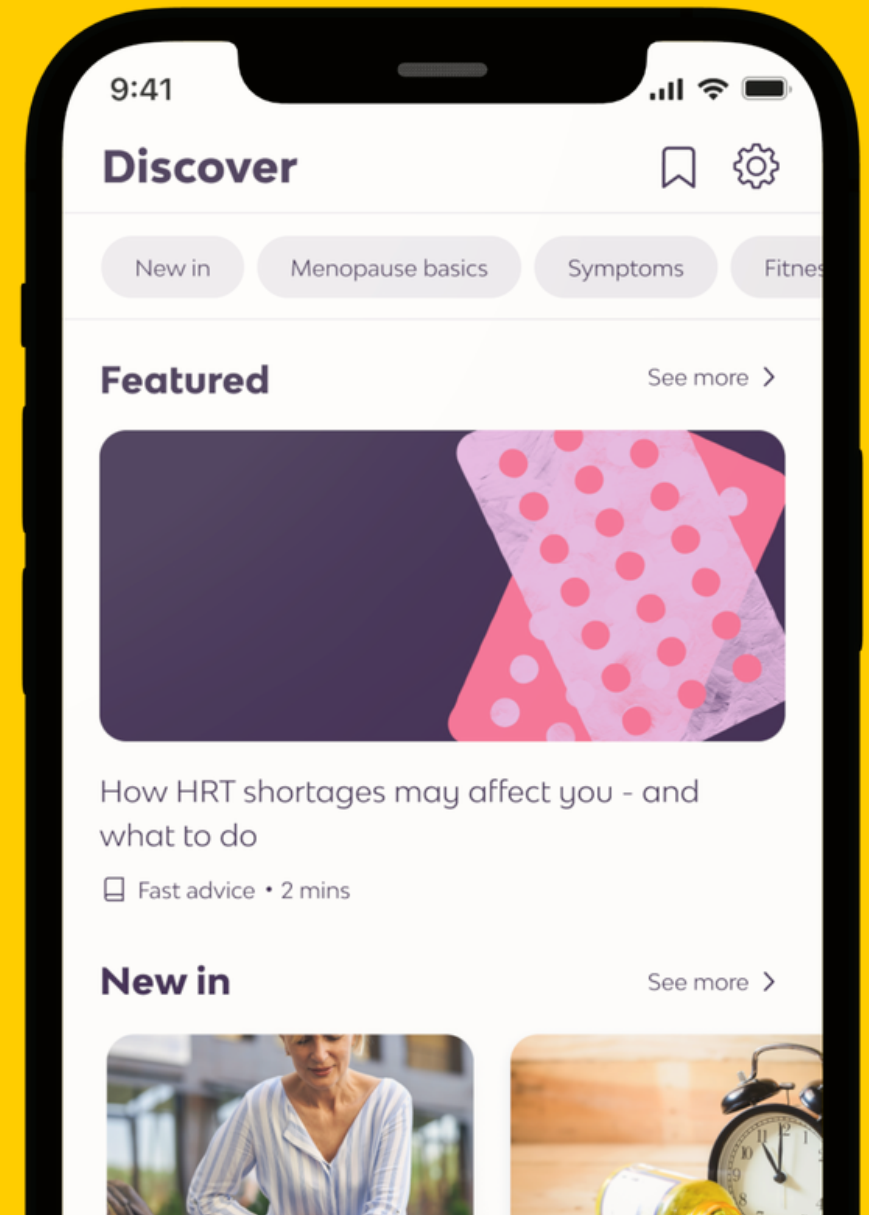
Attended by 150+ people, led by Kathy Abernethy, Peppy's Director of Menopause Services and past Chair of the British Menopause Society



Parental leave postcards

Postcards and e-cards sent to anyone on parental leave, telling them about Peppy Baby (pregnancy and early parenthood)

The positive impact of Peppy was clear...



Exceptional employee adoption rates



40%
of Clifford Chance
employees have
signed up to Peppy
and have access to
personalised
support on the app

Exceptional employee adoption rates



110%
of the minimum
annual employee
sign up target
reached in three
months, with
especially high
demand for Fertility
and Menopause

Outstanding clinical and emotional impact

Peppy study June 2022

92% of employees felt more positive about Clifford Chance after having had access to Peppy for over three months

Menopause

100%

of employees are experiencing less bothersome symptoms since using Peppy

Fertility

75%

feel more positive about their fertility situation since using Peppy

Baby (pregnancy and early parenthood)

86%

of employees feel less anxious about their pregnancy/new parenthood since using Peppy

**Dramatic improvement
in symptoms**

**On average, after
3 months of using
Peppy, the severity
of employees'
menopause
symptoms
reduces by 50%***

Before Peppy

Average employees'
menopause symptoms fall
into the category of 'severe'

After Peppy

Average employees'
menopause symptoms fall
into the category of 'mild'

Results were measured using the Menopause Rating Scale (MRS), a formally validated, internationally-recognised scale used to assess symptoms of menopause

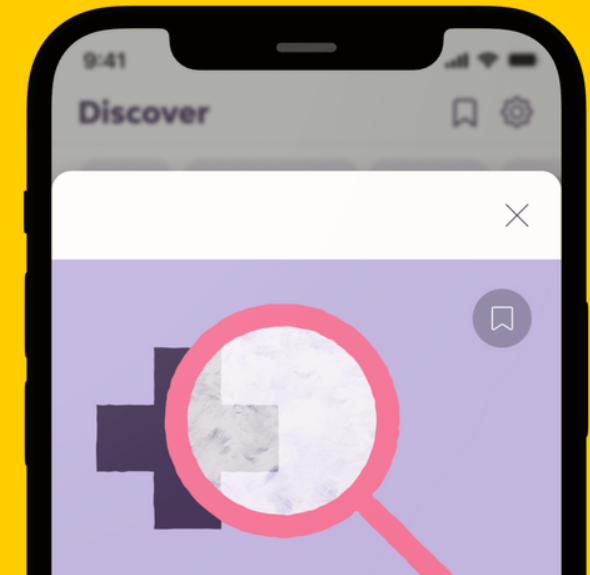
*June 2022

Shortlisted, Best Health &
Wellbeing Initiative:

PEOPLE IN LAW \ AWARDS
2021



Recognised
as industry-
leaders



Due to the success of
Fertility, Baby
(pregnancy and
early parenthood)
and Menopause

**Clifford Chance
launched Women's
Health and Men's
Health in April 2022**



Feedback from Clifford Chance colleagues

"It was so easy to get set up and the Peppy practitioners were immediately helpful and responsive."

I'm really grateful, and long may this continue to help others at Clifford Chance."

"Peppy is great and such a brilliant idea."

I would never have expected this to be available. Many thanks for all your help and advice (plus the written report) which was very helpful!"

"It's hard to tell whether the symptoms are hormone related or more linked to work or lockdown stress!

"I think the Peppy app has been sent at a very opportune time."

"Thank you SO much for adding Peppy as a benefit."

As an expectant mum, particularly during the Covid pandemic when so many NHS services have been cut back, I can't tell you what an amazing relief it is to have the Baby (pregnancy and early parenthood) support service."

NPS score of 70

as of September 2022





Anna Cotgreave
Reward and Employee
Benefits Manager

"Our launch of Peppy at Clifford Chance has been a real success. We were so pleased with the outcomes and feedback we received, that we decided to expand the services we offer through Peppy, from Fertility, Baby (pregnancy and early parenthood), and Menopause support, to include Peppy's Men and Women's Health services too.

This means our people can now access support not just through key life stages, but through any health journey they might face.

We're proud to be able to offer this level of support to our people."

**C L I F F O R D
C H A N C E**

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Book a call:
www.peppy.health

