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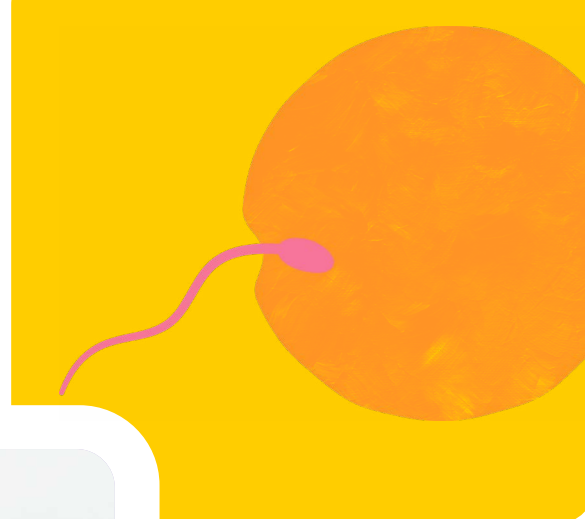
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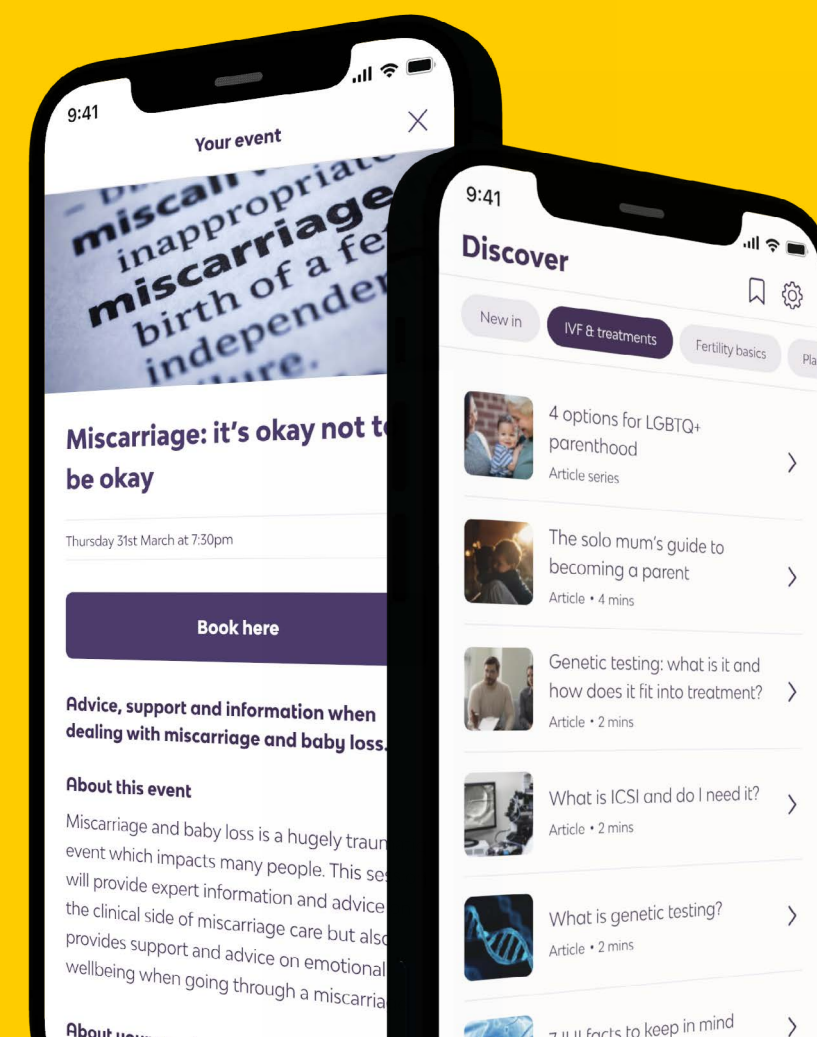
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What are leading employers already doing?



Fertility at work

An expert's guide



Why do employers need to provide fertility support?

What's the problem?

1 in 6

couples struggle to conceive

90%

of those experiencing fertility problems report feeling depressed

85%

of people going through IVF say their work has been negatively impacted as a result

About the author

Francesca Steyn is the Director of Fertility and Women's Health at Peppy and the Chair Elect of the Royal College of Nursing Fertility Nurses Forum. She and her team of fertility experts deliver specialist support to thousands of employees on the Peppy app.



Talent attraction

The best talent

want to work for an employer that supports their life goals as well as their professional ones

88%

of people would consider changing jobs for access to fertility benefits

Fertility and men

It's a myth that fertility is a "women's issue"

Men are likely to suffer from low self-esteem and shame

Up to 50%

of infertility issues are due to male-factor infertility

LGBTQ+ community

In the past five years, the number of same-sex families has grown by more than

50%

Most LGBTQ+ people don't qualify

for NHS funding for fertility treatment

Productivity

85%

of people feel fertility treatment has a negative impact on their work

19%

of people going through treatment have to reduce hours, or leave work altogether

Miscarriage and baby loss

25%

of pregnancies end in a miscarriage

1 in 5

IVF cycles are successful, on average



6 simple steps for HR and benefits professionals

Take action today to support your colleagues and boost your employer brand

1 Educate your team

Make sure managers have access to high quality information and resources about the issue of fertility health so they understand common issues and know how to support their team members.

2 Culture and environment

Encourage open conversations about fertility by appointing male and female health champions who are comfortable talking about their own experiences in the workplace.

3 Start the conversation

Be clear that you have an open door policy and that no issue is too 'taboo' to discuss. If you're not sure how your employees are feeling, ask them! An anonymous survey is a great place to start.

5 Virtual events

Educate your people and position your organisation as thought-leaders by hosting a company or industry wide event on fertility in the workplace.

4 Line manager training

Company-wide training sessions with a fertility expert are a great place to start. Formal training for line managers as part of their onboarding can ensure everyone feels confident talking about fertility at work, and breaks down the taboo.

6 Digital health solutions

Why digital? Because it's accessible, anonymous and easy-to-access. Consider giving your people free, unlimited access to virtual support that connects them to fertility experts, all on their mobile.



73%

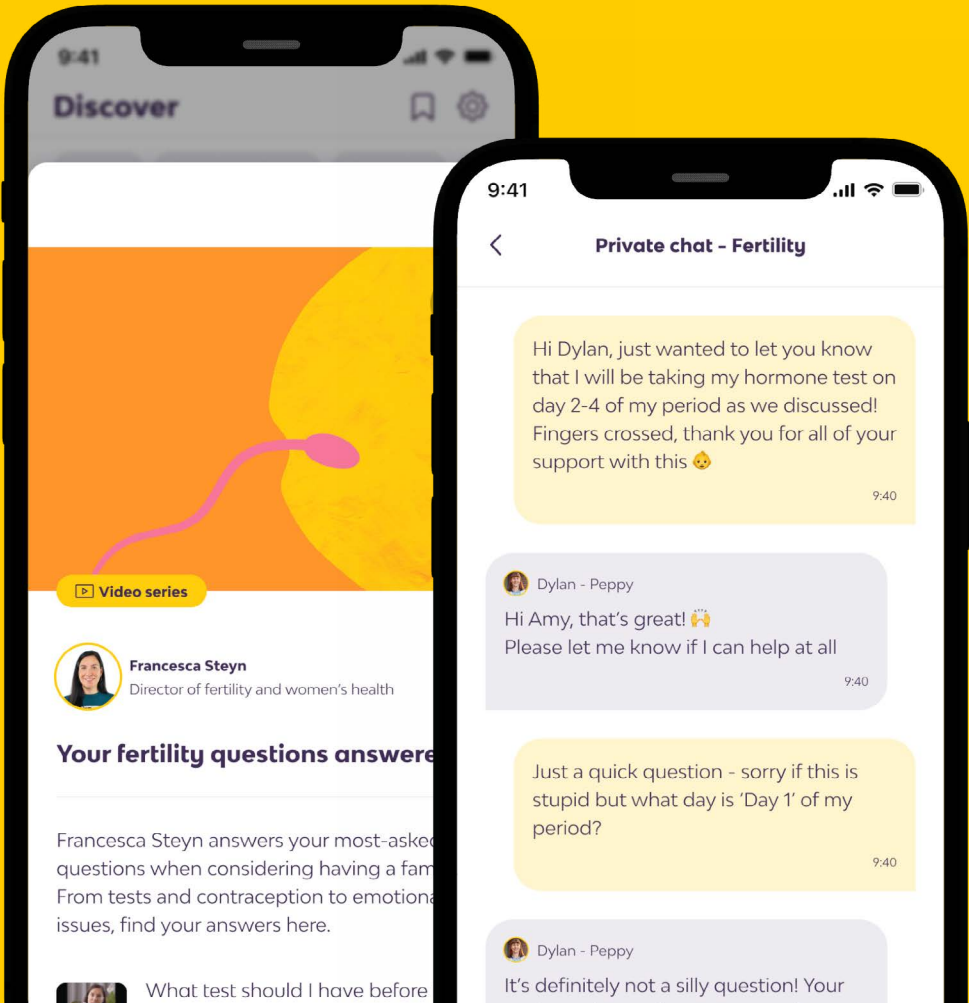
of employers already provide or plan to introduce a dedicated app to support employee mental wellbeing

What fertility solutions are available?

Fertility policy	Employee assistance programme (EAP)	Private medical insurance	Peppy fertility support
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Access unlimited, confidential support from human experts

- One-to-one virtual consultations
- Group chat and support
- Videos, articles and audios
- One-to-one chat with an expert
- Events with expert speakers
- Mental wellbeing support



Leading employers support their people with Peppy



"The best employees are going to go where the best benefits and support are. With Peppy, we're able to reach employees who would not otherwise get that support."



Anna Cotgreave

Reward and Employee Benefits Manager,
Clifford Chance



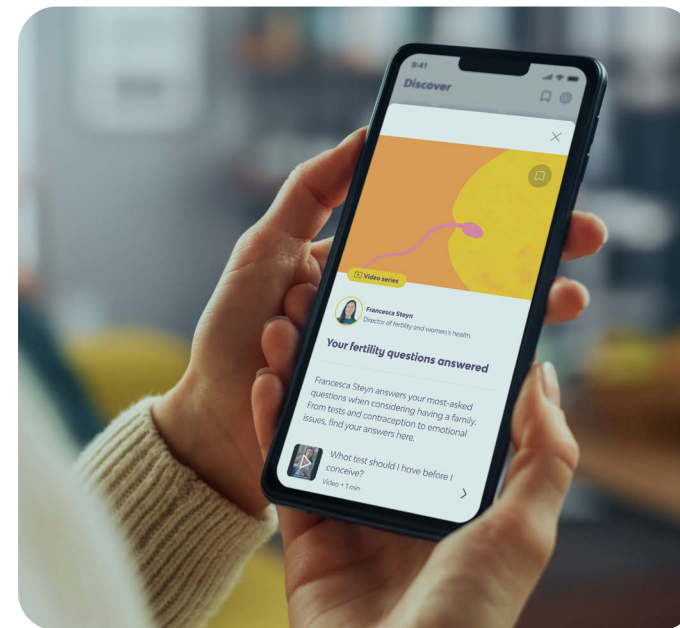
About Peppy

Peppy is a health app that supports under-served areas of healthcare by connecting employees to human experts.

These include menopause, fertility, men's health, women's health and baby.

Through Peppy, employees can access one-to-one private chat and consultations with experts plus a wealth of expert-created content including events, articles, videos and audio toolkits.

Over 250 employers are transforming their business by giving their people the information and personalised support they need, with Peppy.



Find out how Peppy can support your people and transform your business

Talk to our team