Why Knowledge Matters in Family Building

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Why This Matters & Why Now?

- 68% of millennials use family-building policies as a criteria to select their employer
- 93% of employees say family-building education is critical
- Millennials are digital natives who rely primarily on education through video
- Current family-building offerings ignore critical DE&I, LGBTQIA+, BIPOC, and global considerations, requiring improvements

Executive Summary

- Access and education are the crucial components to a family-building benefit
- Superb education is critical in terms of reducing regret, risk, and preserving resources
- Superior education dovetails with employer focus on BIPOC, LGBTQIA+, & global parity
- Employees attest education improves decision-making, retention, and mental health
- Educational offerings from “networks” and “vendors” are inferior as they pertain to:
  - Depth (e.g. full courses versus articles)
  - Comprehensiveness (e.g. by race, orientation, region)
  - Accuracy and rigor (built and endorsed by relevant societies and leadership)
  - Conflict of interest (e.g. agreements with clinics and treatment incentives)
Introduction

A complete family-building solution consists of a Network (e.g. coverage) and Knowledge (e.g. education). Within the U.S., the "first wave" of family-building benefits was focused on Network and is mostly complete. The "second wave" is devoted to ensuring all (e.g. LGBTQIA+, BIPOC, Global) hopeful parents are given proper education now that access has been established.

<table>
<thead>
<tr>
<th>Components of a Twenty-First Century Benefit Plan</th>
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<tbody>
<tr>
<td><strong>Network</strong></td>
</tr>
<tr>
<td>Definition</td>
</tr>
<tr>
<td>Penetration 90% of Fortune 500</td>
</tr>
<tr>
<td>Vendors Progyn, WINFertility, Maven, Carrot, Stork Club, Cleo, All Carriers</td>
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Importance of Education

Providing employees rigorous, impartial education is overlooked—but essential—along a number of dimensions including mitigating employee regret and preserving resources.
More Regret With Less Education

UCSF studies show half of elective egg freezers have some feelings of regret over their decision while 66% of Australian patients regret paying for “IVF add-ons.” Authors in both studies cited patients who were undereducated were more likely to suffer from regret.

<table>
<thead>
<tr>
<th>Patient Regret &amp; Lack of Education</th>
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<tr>
<td></td>
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<tr>
<td>Setting</td>
</tr>
<tr>
<td>% Patients Feeling Regret</td>
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<tr>
<td>Regret Correlates With Lack of Patient Education</td>
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Fewer Resources

In 20% of IVF procedures, the medical evidence to support the choice of such treatment is "weak" (British Medical Journal). Meantime, IVF is paid out of pocket in many large countries (e.g. the U.S., Brazil, China) and costs patients and employers substantially (IVF = 40%+ of household income in the U.S. and China).

Aligning With Corporate Priorities

Modern-day benefit programs are focused on three pillars: Supporting All Family Formation, Diversity, Equity & Inclusion and Global Parity. Proper education is tantamount to reinforcing all three, or said differently, withholding comprehensive education imperils each.
Supporting Twenty-First Century Families

The adoption, foster, fertility, and unassisted conception processes are each complex and dissimilar. For example, the adoption process involves myriad legal, procedural, and emotional steps, and any misstep can end the process (nearly 50% of all planned adoptions “fall out”). Rigorous training from all parties involved (e.g. attorneys, agencies, birth mothers, pediatricians) improve the odds of an ethical, efficient, and successful process.

Adoption
Lesson 3 of 7 The Domestic Adoption Process

Adoption Advertising Laws

Because, again, every state law varies.

Adoption
Lesson 3 of 7 The Domestic Adoption Process

Ashley Mitchell
Birth Mom
Founder of Lifetime Healing Foundation

At that moment when I delivered, I became a mother. And that family gave me the space to be with my boy at that critical moment. That was a pivotal decision.
Diversity, Equity & Inclusion

Family-building paths vary by race and heritage (see data below). Providers, carriers, and vendors ignore this reality. Unless specific education is provided to each group, employers risk withholding critical information that improves each group’s odds of success and helps them prepare financially, emotionally, and temporally.

IVF Success Rates by Race & Heritage

Fertility for Black Families

Lesson 5 of 5 Optimizing IVF for Black Patients

Fertility for Patients of South Asian Heritage

Lesson 1 of 4 Success Rates and Nuances for Patients of South Asian Heritage

Experts you’ll learn from

Dr. Alice Donner
Associate Professor, OB/GYN
Harvard Medical School

Dr. Marea Shah
Reproductive Fertility Specialist
Nova Fertility

Dr. Vij Sundaram
Reproductive Fertility Specialist
Kaiser Permanente Centers for Reproductive Health

Amrit Nalhotra, MSW, RSW
Fertility Counselor

Beth Jaeger-Skjigen
Licensed Therapist & LCSW
RESOLVE Committee Member

There have been some studies that show that women with PCOS of South Asian heritage have a more severe phenotype of PCOS.
LGBTQIA+ Family Formation

LGBTQIA+ family formation is often complex and involves either an adoption process (12+ complex steps) or third-party reproduction (rife with medical, legal, and emotional complexities).

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**Course Syllabus**

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 min</td>
<td>Becoming Mothers and Parents</td>
</tr>
<tr>
<td>2</td>
<td>20 min</td>
<td>Select Sperm Donors</td>
</tr>
<tr>
<td>3</td>
<td>12 min</td>
<td>Insemination Approaches for Lesbian Women</td>
</tr>
<tr>
<td>4</td>
<td>15 min</td>
<td>In Vitro Fertilization, Reciprocal IVF &amp; Co-Maternity</td>
</tr>
<tr>
<td>5</td>
<td>4 min</td>
<td>Where to Start: IUI or IVF?</td>
</tr>
<tr>
<td>6</td>
<td>35 min</td>
<td>Lacey &amp; Crystal’s Reciprocal IVF Story</td>
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**Fertility for Lesbian Women Becoming Moms**

Lesson 6 of 6  Lacey & Crystal’s Reciprocal IVF Story

We have a lot of friends who have absolutely no idea how to do this because there is a lot to know. Our first clinic knew nearly nothing.

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**Paths to Parenthood for Single & Gay Dads: An Introduction**

Lesson 5 of 11  The Gestational Surrogacy Process

Surrogacy for a gay man requires a ton of organization and planning. Attorneys, therapists, doctors, agencies. Great education saved me countless hours. It’s as important as anything else here.

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**Experts you’ll learn from**

- Dr. Heather Huddleston
  Director
  University of California San Francisco

- Dr. Daniel Kaser
  Director, Third Party & LGBTQ
  RNA of Northern California

- Dr. Meera Shah
  Reproductive Fertility Specialist
  Nova Fertility

- Brian Eser
  Reproductive Attorney
  Law Office of Brian Eser
Global Equity

As we discussed, family-building processes are complex with often unfamiliar terminology. People need to be trained in their own language and consult experts who can discuss what’s legal and feasible in their own region. Otherwise, critical information will be missed or employees will waste time pursuing an unrealistic option or ignore a practical path for one that requires handholding.

Global Perspectives
Lesson 33 of 41 Taiwan

I am the former head of the Taiwanese fertility society. Let’s discuss the critical basics of fertility treatment, first in Mandarin and then in English.

Global Perspectives
Lesson 10 of 41 Czech Republic – LGBTQIA+ Family Building

I run Prague Pride o.s. Let’s talk about the family-building options for LGBTQ people in the Czech Republic, first fertility and then adoption.
What Great Education Can Produce

As we’ve seen in our data, if patients are provided superb education, it can improve their ability to make better decisions, save substantial time, enhance commitment to an employer, and improve emotional wellbeing.

Value of FertilityIQ's Education

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Statement</th>
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<tbody>
<tr>
<td>93%</td>
<td>&quot;Great information is critical to the family-building process&quot;</td>
</tr>
<tr>
<td>81%</td>
<td>&quot;FertilityIQ helped me make better family-building or medical decisions&quot;</td>
</tr>
<tr>
<td>57%</td>
<td>&quot;FertilityIQ saved me a substantial amount of time&quot;</td>
</tr>
<tr>
<td>80%</td>
<td>&quot;FertilityIQ access reflects my employer cares about my priorities&quot;</td>
</tr>
<tr>
<td>47%</td>
<td>&quot;FertilityIQ improved my mental health compared to pre-access levels&quot;</td>
</tr>
<tr>
<td>52%</td>
<td>&quot;I am more committed to my employer with FertilityIQ access&quot;</td>
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</tbody>
</table>

Survey mix: 70% US / 30% Global | 40% BIPOC, LGBTQIA+, Other | All clients represented

Not All "Education" Is Equal

Thorough family-building education is difficult to offer, and the vast majority of offerings are incomplete, inaccurate, and withhold or ignore critical nuance.

Required Input

The input required to educate hopeful parents is enormous given the variety and heterogeneity of paths and the medical, legal, financial, social, and emotional aspects which needs to be overlaid by region, race, orientation, and more. Keeping information up-to-date amidst continuous change demands time and attention.

Inputs Required to Build Rigorous Education

<table>
<thead>
<tr>
<th>Urologists</th>
<th>Patients</th>
<th>Data</th>
<th>Costs</th>
<th>Agencies</th>
<th>Offspring</th>
<th>LGBTQIA+</th>
<th>Alternatives</th>
<th>Fertility Doctors</th>
<th>Adoptive Parents</th>
<th>Decision Frameworks</th>
<th>Duration</th>
<th>Social Workers</th>
<th>Foster Children</th>
<th>Un-partnered</th>
<th>Processes</th>
<th>Therapists</th>
<th>Foster Parents</th>
<th>Checklists</th>
<th>Risk</th>
<th>Payers</th>
<th>Adopted Children</th>
<th>Global</th>
<th>Budgeting</th>
<th>Attorneys</th>
<th>First Parents</th>
<th>BIPOC</th>
<th>Odds of Success</th>
<th>Government</th>
<th>Surrogates</th>
<th>Regulatory</th>
<th>Continuous Change &amp; Updates</th>
</tr>
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FertilityIQ
Depth & Rigor

Given the importance and complexity of the subject, it is crucial employees are educated in a methodical, linear perspective that incorporates data, frameworks, and expert perspectives. Whereas FertilityIQ offers video and written courses, others provide a few paragraphs of written text.

Comprehensiveness

No other offering provides education bespoke to path, race/heritage, orientation, marital status or global region. As a result, critical facts are withheld from those who need them most.

Accuracy & Rigor

The consequences of misinformation are costly, painful, and longstanding, and therefore, third-party validation is critical. Only FertilityIQ is built with—and endorsed by—experts representing most every global society and institution focused on these issues from a DEI and health/medical perspective.
Freedom from Financial Conflict of Interest

"Fertility network" vendors strike business agreements with clinics which creates financial incentives. Only FertilityIQ has no business agreements with clinics and is unencumbered by an inherent financial conflict of interest.

To learn more about FertilityIQ research and resources, please contact Mary Tinebra at mary.tinebra@fertilityiq.com