



Family-Friendly Benefit Survey Results





First Annual BenefitBump Family-Friendly Benefits Survey

Survey Overview

Our survey sought to gain a greater understanding of how organizations were deploying benefit plans and policies that deliver greater flexibility to growing families and working parents. Key areas of focus were:



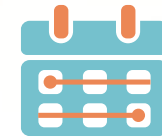
Actions employers took to address the challenges for families as a result of COVID-19



Benefits offered to employees who are growing their families or attempting to do so



Services offered to employees to address their emotional wellbeing and maternal health



Expansion of time off programs to allow for parental bonding or to address childcare issues during the pandemic

The following pages will share both prevalence data, as well as other relevant market statistics related to the recurring and emerging needs of growing and working families

Overview of Survey Participants

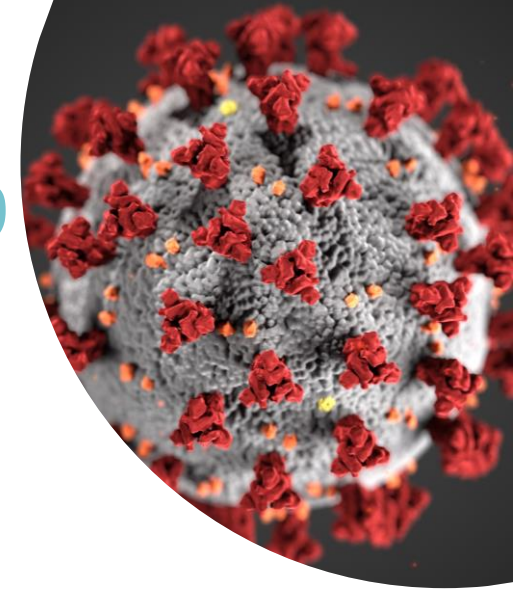
Respondents represented groups of all sizes, industries, and geographies

- Size of organizations participating in the survey
 - 20% - less than 500 employees
 - 41% - 500 – 5,000 employees
 - 39% - greater than 5,000 employees
- Participating organizations are headquartered in 31 different states and the District of Columbia
- Participants came from all industries, public and private, for profit and non-profit
 - The highest levels of participation were from manufacturers, retailers, financial services and insurance, real estate, and higher education

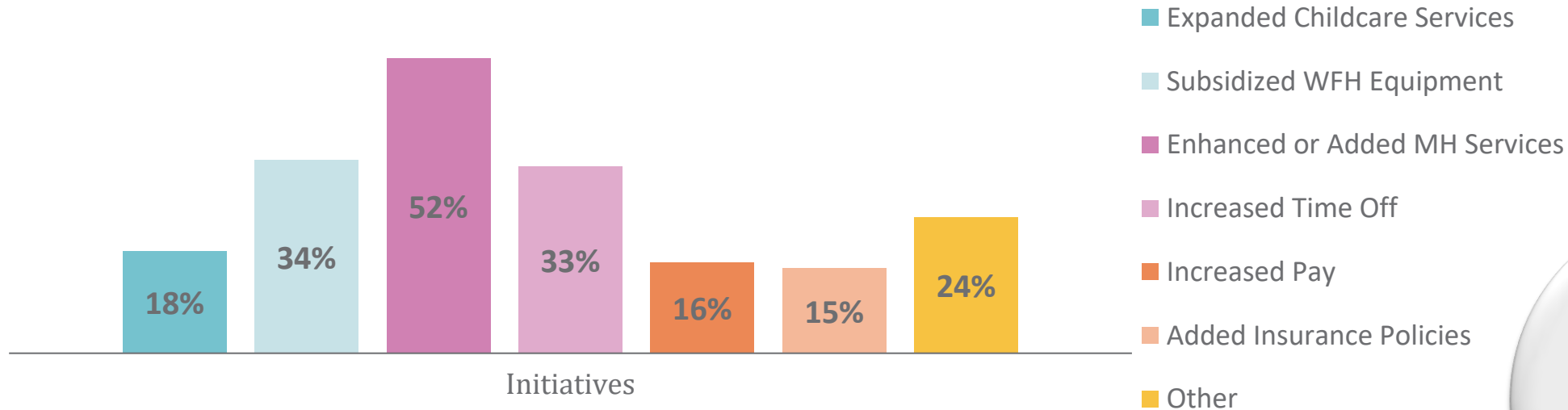


Benefit or Policy Enhancements as a Result of COVID-19

82% of respondents updated benefit provisions, time off rules, or took other action to assist or reward employees during the pandemic



Actions taken by employers:



Other initiatives implemented by organizations:

- Waiving of copays related to mental health and telemedicine services
- Increased flexibility in the use and carryover of time off programs
- Relief funds, premium waivers, and loan programs

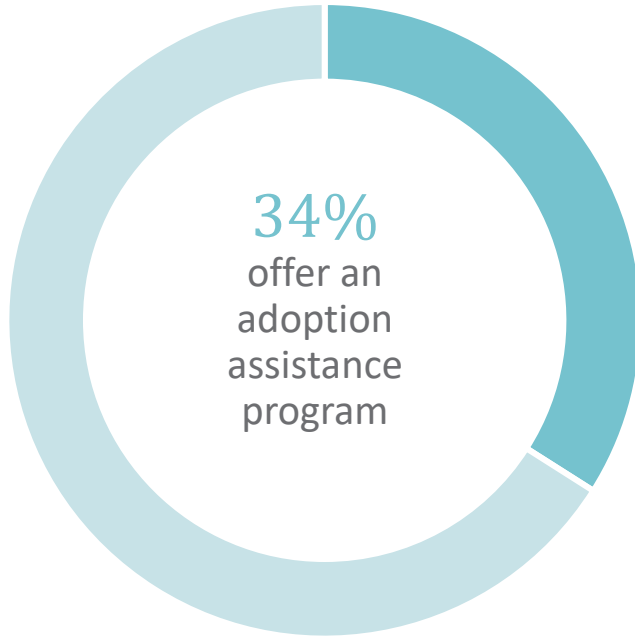
51%
of workers reported that their mental health at work was worse since COVID-19 started, according to the NIHCM Foundation



Adoption Benefits

Less than half of respondents provide adoption assistance

Percent of Employers Offering Adoption Assistance



- Of the organizations offering adoption assistance:
 - Average benefit: \$7,000
 - Median benefit: \$6,000
 - High: \$20,000 (combined with other fertility benefits)
 - Low: \$2,500
 - Most innovative: combining the adoption benefit with fertility benefits to provide more flexibility to participants pursuing parenthood

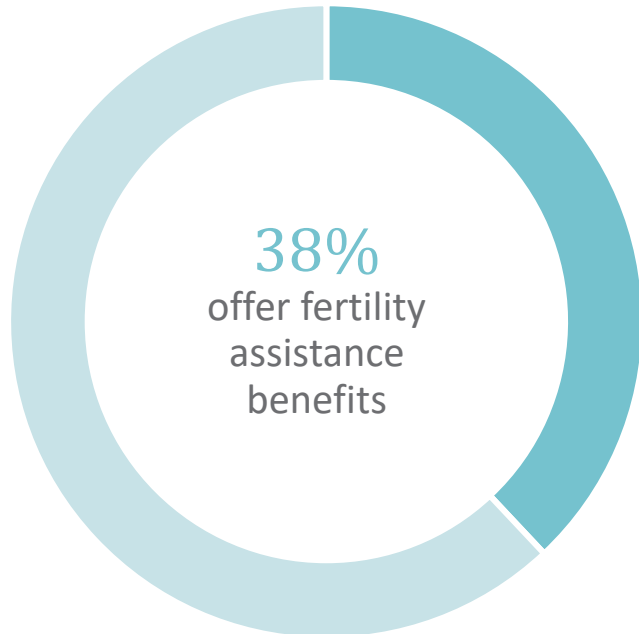


12%
increase in the number of children awaiting adoption over the past 10 years

Fertility Assistance Benefits

36% of respondents cover fertility treatment

Percent of Employers Offering Fertility Assistance



- Of the organizations offering fertility assistance:
 - Average benefit: \$21,500
 - Median benefit: \$15,000
 - High: \$100,000
 - Low: \$5,000
 - Smart Cycles¹: average of 3
- 27% of the organizations that offer fertility assistance benefits are working with a 3rd party fertility vendor
- Another 28% are using their health plan's Centers of Excellence and/or fertility support programs



\$12,000 - \$15,000
average cost per cycle of fertility treatment; surrogacy could be 10X this range

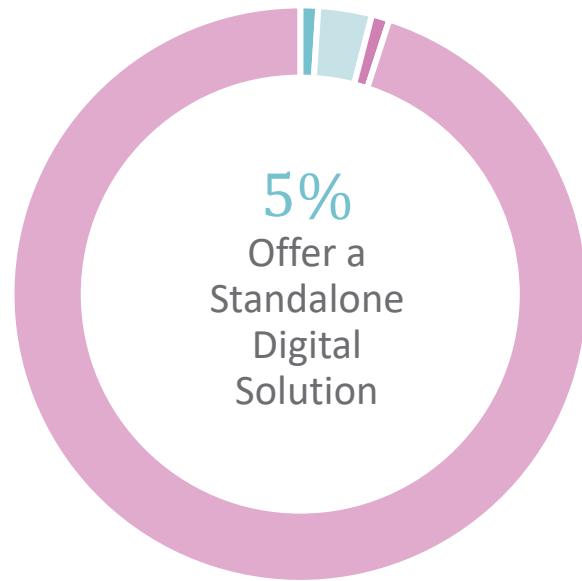
1. Smart Cycles is a term Progyny uses to describe a full course of fertility treatment.



Other Maternal Health Programs

Limited adoption of digital maternal health and enhanced breastfeeding programs

Digital Maternal Health Adoption

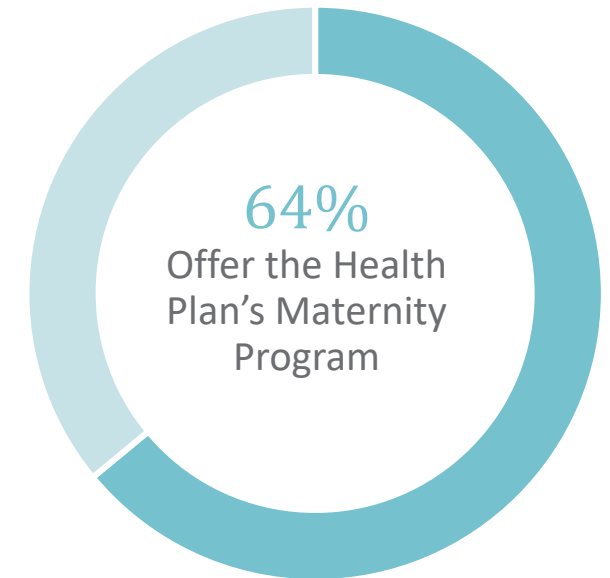


Vendors used included Cleo and Ovia; responses also included local or carrier solutions

Enhanced Breastfeeding Benefits



Use of Health Plan's Healthy Pregnancy Program



Average participation in this program among respondents was 19%

Employee Assistance Programs

Nearly everyone offers one, but utilization is lagging

- 97% of the organizations offer an employee assistance program. Benefit design is as follows:
 - Average visits per event: 5.3
 - Median visits: 5
 - High: Unlimited (5 companies)
 - Low: 2
- 60% of the organizations reported low EAP counseling utilization
- 90% reported low utilization of their EAP's childcare support services

37%

of Americans are suffering from anxiety, according to the CDC's weekly pulse surveys for December 2020

5.5%

average utilization rate of EAPs according to a 2018 survey by the National Business Group on Health



Maternity and Parental Leave

A majority of respondents offer a paid parental leave program

Prevalence

- 28% of participating organizations offer a paid maternity leave benefit (separate from STD or sick time)
- 45% offer a formal parental bonding leave benefit to employees
 - An additional 6% of respondents are in markets with state paid leave programs or allow sick time to be used for parental leave
- 9% of groups with a formal parental bonding leave benefit offer separate benefits to primary/birth parents versus other parents

Range of Programs

- The average benefit is 6.1 weeks
- The median is 6 weeks
- The range was from 1 week to 14 weeks of fully paid time
- 9% of groups with a formal program have partial pay replacement components in their program



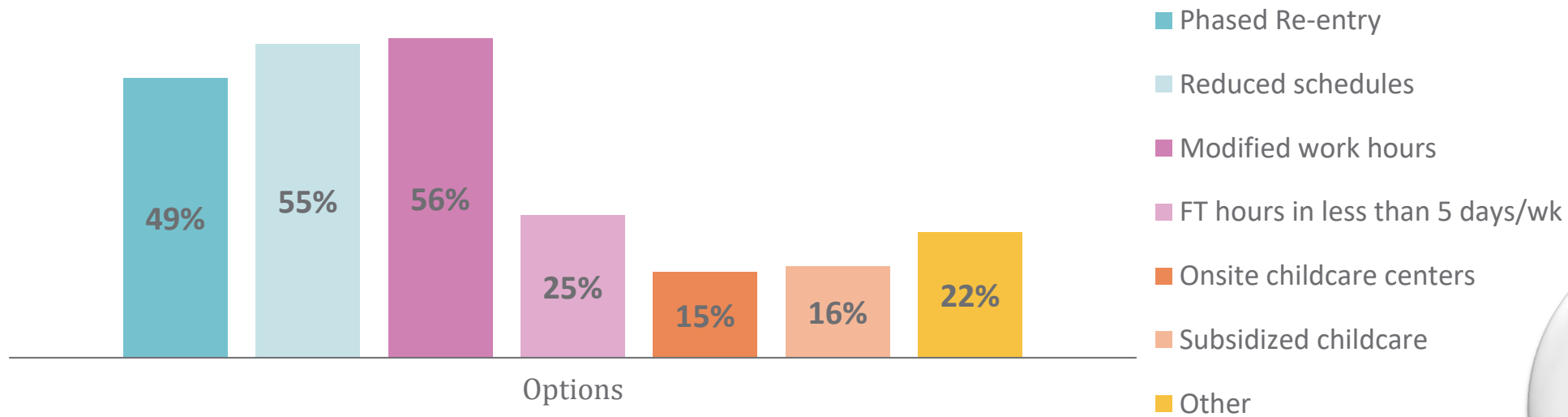
6.8%

increase in female employment in countries with paternity leave mandates, according to a 2016 World Bank study

Return-to-Work Flexibility

58% of respondents stated that they had a formal or informal policy related to flexible return-to-work options for moms returning from leave

Distribution of responses among employers with a formal or informal program:



Note: most of the organizations that chose the “other” category work with families on an individual basis and try to accommodate requests if their business needs allow for it.



57%
of working parents in a recent Catalyst-CNBC survey, believe that being a parent is a strike against them in the workplace

Notable Statistics from Other Studies

Managing work and life is a struggle for many growing families



Emotional Support

~12%

of women report post-partum depression¹

Project Management

80%

of moms report struggling to get everything done²

Filling the Leave Gap

77%

of moms report childcare needs interrupt workday³

72%

of pregnant women are experiencing moderate to high levels of anxiety⁴

37%

of employees indicate that their employer provides no advice on benefits⁵

63%

make career changes to afford care⁶

1. The Journal of Clinical Psychiatry: The Perinatal Depression Treatment Cascade: Baby Steps Toward Improving Outcomes

2. Working Moms and Stress: What's Your Tipping Point? Care.com Survey, 2014

3. Care.com 2019 Cost of Care Survey

4. Moms Are Not OK: COVID-19 and Maternal Mental Health. University of Alberta. June 2020

5. The State of Employee Benefits: Findings From the 2018 Health and Workplace Benefits Survey. EBRI. January 2019

6. Census Bureau: Maternity Leave and Employment Patterns of First-Time Mothers: 1961–2008. October 2011

About BenefitBump

Emotional health forward navigation solution for families



BenefitBump is a personal, holistic benefit and time-off navigation program



Participants are assigned a care team, led by Master's level mental health professionals and supplemented by benefits experts and leave advocates



To supplement our human interactions, BenefitBump offers 24/7 mobile self-service and content



BenefitBump delivers a win-win for employers and participants by optimizing benefits, improving wellbeing, and enhancing the employer/employee connection



BenefitBump: employer and family goals in harmony

Support for working parents creates value for employees and employers



Direct savings

- Efficient utilization of company benefit plans and programs
- Enhanced enrollment in company benefits such as FSA, HSA, EAP, HPPs, etc.
- Predictable return to work plans reduces overtime expense



Healthy families

- Lower stress for parents related to benefits and leave
- Higher participation in other employer maternity and fertility programs
- Proactive emotional health resource



Engaged employees

- Fosters positive employee engagement
- Higher rates of employees returning to work
- Improved job satisfaction





BenefitBump can be added anytime

We can start supporting your employees, regardless of where they are in their journey

Ongoing Check-In Calls

The care team stays in touch following birth or adoption to make sure the parents are adjusting well to their family's changes. Calls are primarily focused on emotional wellbeing, but the team also helps participants address additional items on their to-do list.

Benefit/Program Enrollment

Our team walks participants through their benefit plans and support programs to help optimize their care and experience. As families grow, their needs change. We guide participants through their benefit enrollment to educate them on their choices and ensure that they enroll their new baby in benefits.

Return-to-Work Planning

We hope that participants have the key components of their return-to-work plan in place, such as timing and child care arrangements. We work with participants to address any lingering concerns and when necessary, help them craft a flexible return-to-work plan.



benefitbump

Delivering benefits, better

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