



Equity in the Workplace Series Recap

August 2021





Agenda

Equity Series Overview

Key Stats

Good, Better, Best Scenarios

Business Case

How BenefitBump Can Help

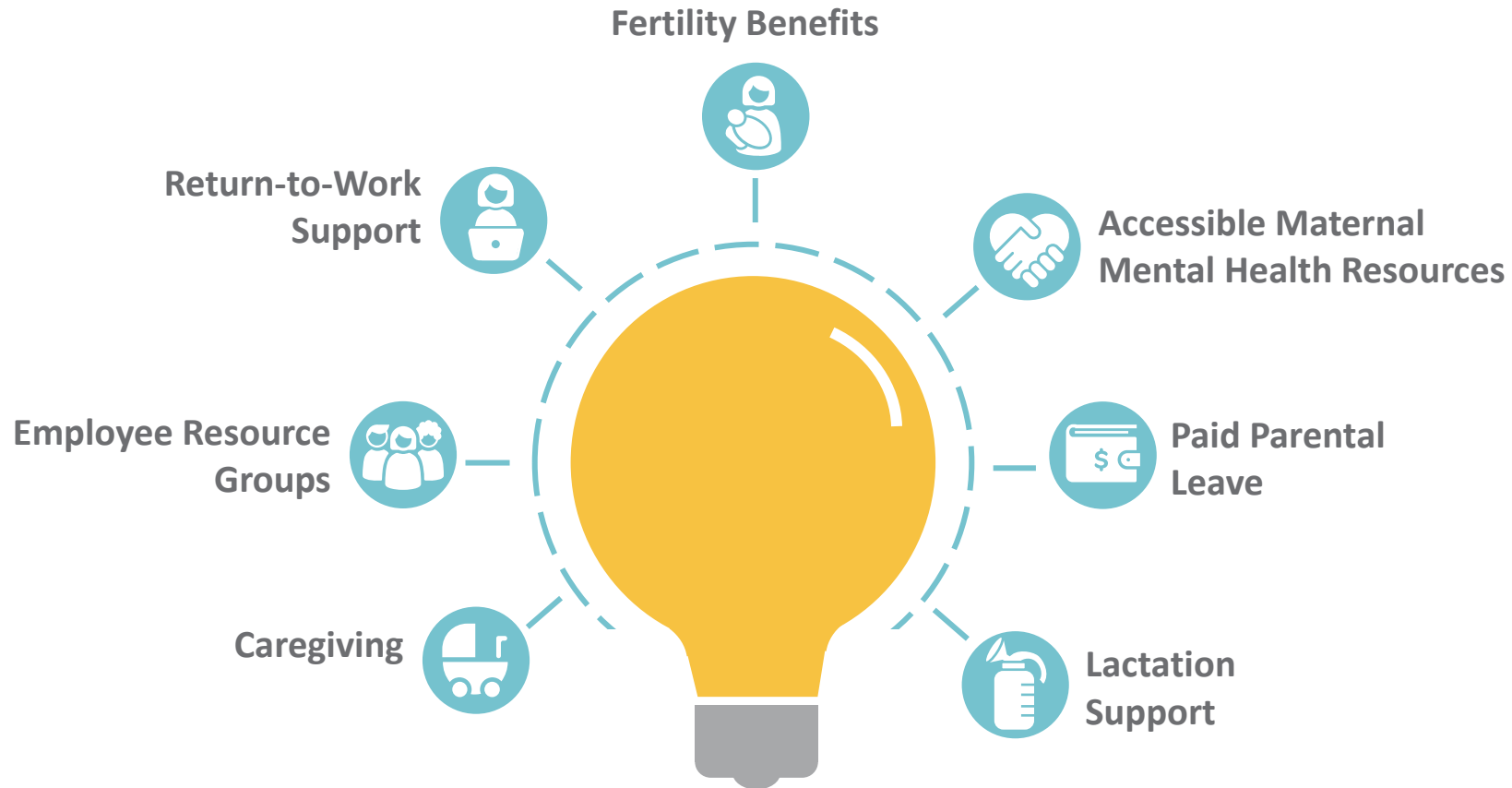
Q&A





Equity Series Overview

Building an equitable workplace ecosystem for all families





Why support caregivers?

Your employee population has diverse needs; solving for growing families makes sense



10.5% are
diabetic



23% are
smokers



27.1% undergo
cancer
treatment



66% are
caregivers



86% of women will
have a child



BenefitBump's 2021 Moms Survey

Working moms are struggling



85% - experienced high stress when working and growing their family



79% - securing childcare was difficult



64% - difficulty determining and applying for leave/pay replacement



57% - difficulty with breastfeeding when they returned to work

















26% - switched employers (with another 10% leaving the workforce)

Methodology: We surveyed over 550 working moms from around the United States via a Survey Monkey survey posted to working moms on Facebook.



Key Stats and Observations Shared by Presenters

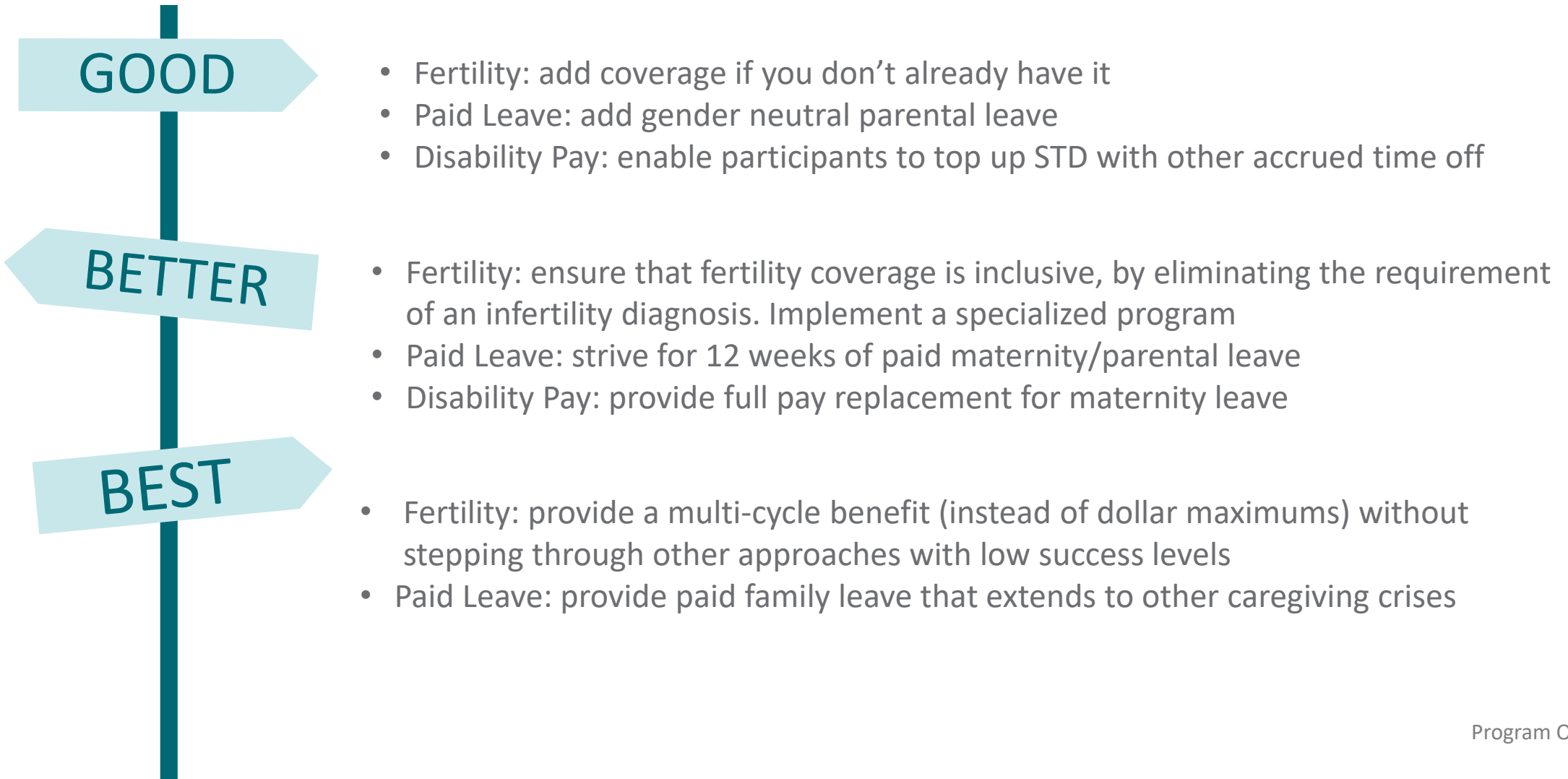
Significant Room for Improvement in all Areas

 <p>79% of working moms had a difficult time securing childcare after their return-to-work</p>	<p>Childcare responsibilities are the 2nd highest concern of working parents, right behind work/life balance</p>	 <p>67% of employers feel that increased caregiving demands are a driver of mental health issues for employees</p>	 <p>76% of caregivers want an ERG But only 9% belong to one</p>	 43% of new moms off-ramp their career within 3 months of birth  56% of working parents aren't happy at their job  70% of new fathers say fatherhood will prompt a job change	<p>66% of a typical employer's population is a caregiver, making it your largest employee group</p>
 <p>Only 40% of women have access to a private space, other than a bathroom, to pump</p>	<p>Breastfeeding rates plummet after moms return-to-work</p> <ul style="list-style-type: none"> 83% of moms initiate breast-feeding at birth 25% are still pumping 6 months after birth 	 <p>The U.S. would save \$17.2B annually if 90% of mothers breastfed to 6 months (the AAP recommendation)</p>	 <p>50% of new moms struggle with return-to-work after maternity leave</p>	<p>When flexible return-to-work policies are not universally applied, employees must win the 'manager lottery' to have a positive experience</p>	 <p>1 in 3 moms leave their employer after having a baby, with many citing lack of workplace support as the reason</p>
<p>Low-income moms are 11 x more likely to struggle with mental health issues and are far less likely to access support</p>	<p>Maternal mental health disorders cost U.S. businesses \$14.2B</p> 	 <p>The U.S. healthcare system is not set up to support low-income moms, with therapy having high costs and low accessibility</p>	 <p>1 in 8 people will struggle with infertility</p>	<p>Many benefit provisions create barriers for LGBTQ+ and single parents by choice seeking treatment</p>	 <p>Black women are twice as likely to experience infertility, yet half as likely to seek treatment</p>



What if you want to focus on the competitiveness of benefits

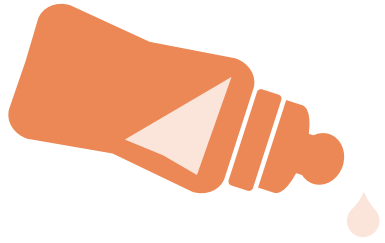
Core benefits are table stakes. Optimizing the employee experience with inclusive benefits and plan provisions is needed to win



What if you want to focus on enhancing or affirming your policies



Formalizing and consistently applying policies and approaches that make the transition back to work is essential



GOOD

- Implement clear and consistent time off policies and return-to-work options for new parents
- Ensure that breastfeeding parents have easily accessible, private spaces to pump



BETTER

- Celebrate parenthood and encourage men and women to take leave
- Provide designated, non-multi-use space for pumping moms



BEST

- Create structured phase-out/phase-in programs for new parents
- Breastfeeding policy that lays out the supports and protocols for breastfeeding moms, such as not requiring moms to clock out to pump



What if you want to enhance your parental supports

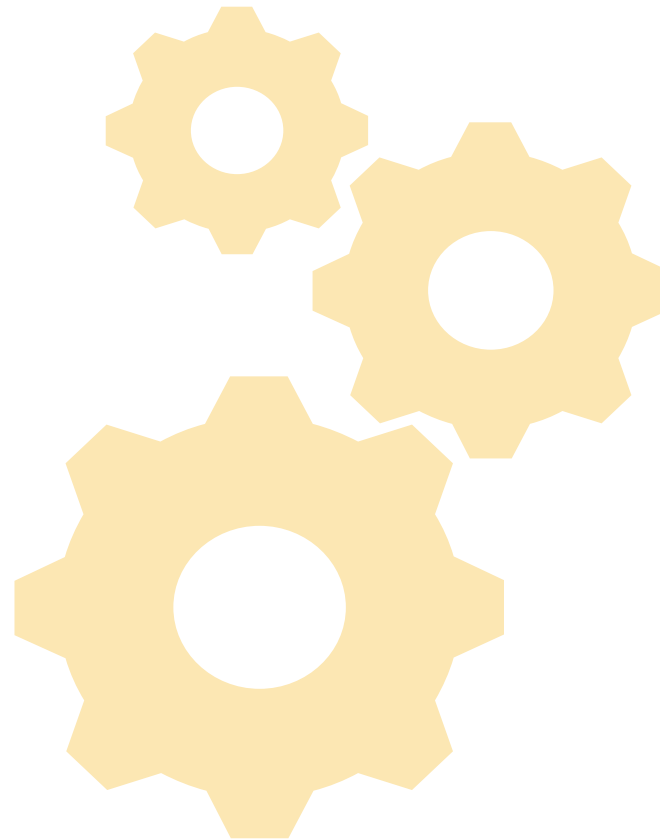
Equity is enhanced when employees feel supported, connected, and emotionally fit

GOOD

- Promote childcare resource and referral resources
- Create and/or nurture a working parents ERG
- Modernize and destigmatize your EAP

BEST

- Provide active transition planning and return-to-work support for working parents, ensuring that they fully understand their options and benefits
- Pump up your mother's room with better amenities and tech-enabled access
- Provide enhanced maternal health resources



BETTER

- Provide a subsidized back-up childcare program
- Expand access to mental health care through your medical plans, non-network providers and family therapy
- Create or enhance your mentoring program for working parents/women

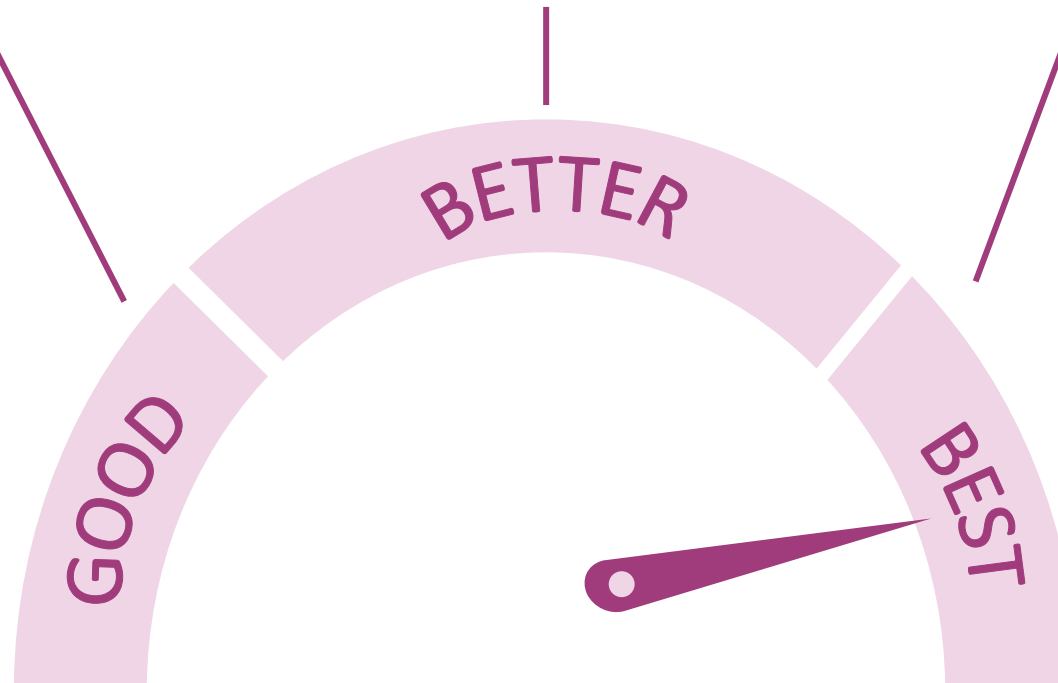


Where to Start

Each Presenter Provided a Range of Considerations to Help Employers Advance Towards a Higher Level of Equity/Inclusion

- Create a formal new parent onboarding approach
 - Provide subsidized back-up care
 - Migrate to a cycle-based fertility benefit
 - Offer or expand your paid parental leave
- Provide ERGs with access to leadership to share their ideas and concerns

- Offer schedule flexibility, document the options, and train managers
- Provide subsidized access to a childcare platform
- If you cover infertility, remove the requirement of a diagnosis of infertility
- Create employee resources groups for women, people of color, working parents, and the LBGTQIA community
- Provide a private mini-fridge for breast milk



- Provide a caregiving allowance to all employees
- Strive for 12 weeks of paid maternity/parental bonding leave
- Personalize the leave process with human support prior to, during, and following leave
- Remove requirements of IUI from fertility benefits
- Modernize your lactation spaces and technology

Business Case

- **Talent Acquisition:**
 - 68% of millennials look for family friendly benefits
 - 96% of employees need flexibility
 - 80% of employees look for a company that values diversity, equity and inclusion
- **Talent Retention:**
 - It costs between ½ to 2 times an employee's salary to replace them
 - “Losing your best people means losing your reliable winners, your constant innovators and your most effective problem solvers.”
 - 65% left due to poor work/life balance, 48% due to a lack of flexible work arrangements, and 34% due to poor support from managers (2021 BenefitBump Mom Survey)
- **Lower Claims Costs, Improved Productivity, and Reduced Absenteeism:**
 - Prenatal stress is the leading cause of prematurity and birth complications, driving higher claim costs
 - Untreated Perinatal Mood and Anxiety Disorders (PMADs) also comes at a high cost
 - Childcare disruptions and the impact on productivity and absenteeism





Who is BenefitBump?

BenefitBump helps employees feel valued, included, and fulfilled at work



Project Management Support

Help participants plan for and execute the many logistics of parenthood – financial planning, securing childcare, navigating leave, etc.



Emotional Support

Dedicated Care Navigators support participants via an emotional health forward model, building personal and trusting relationships



Advocacy Support

We advocate for participants to utilize all employer-provided resources to achieve our ultimate: returning and retaining new parents.

Reducing stress and anxiety is more than counseling... BenefitBump addresses the sources of stress like pay insecurity, healthcare expenses, childcare, and more.



How can BenefitBump help pull it all together?

We can ensure that your investment in family-friendly benefits and policies is optimized



Benefits

Enhanced Engagement

- Increase use of EAP mental health and caregiving resources
- Educate employees on employer family-building benefits
- Get participants connected to all applicable benefits



Emotional Wellbeing

Monitoring and Connecting

- Care Navigators check-in routinely with participants for support
- Serve up digital tools to help with stress and anxiety
- Connect new and working parents to available ERGs



Policy Support

Reducing Barriers for Return

- Educate employees on available time off program, accommodations, and return-to-work scenarios
- Assist with breastfeeding supplies and workplace supports



Return-to-Work

Planning and Logistics

- Develop plans for transition, post-partum support, and return-to-work
- Troubleshoot childcare issues
- Leave program assistance (intermittent FMLA or parental leave)



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Q&A