

Support your employees on their journey to parenthood with inclusive family-building benefits

A family-building journey can be mentally, physically and financially challenging. The increased prevalence of fertility challenges and non-traditional family-building methods has placed greater demand on employers to support employees with the process.



1 in 6 Canadians experience infertility¹



The family-building process has an impact on mental health



Those who struggle with fertility challenges often feel lonely and isolated due to fertility stigma.



say fertility struggles negatively impacted their mental health²



of women say infertility was the most upsetting experience of their lives³



of men say infertility was the most upsetting experience of their lives⁴

The financial burden presents a roadblock for those seeking support



Only half of provinces offer public funding, leaving patients to cover significant costs out of pocket. In Canada, average costs are:⁵

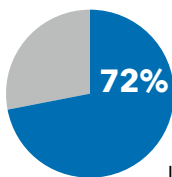
\$20,000
for one round of in vitro fertilization (IVF)

\$60,000
starting costs for surrogacy

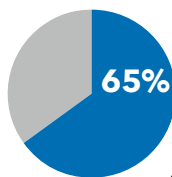
\$8,000
for one round of egg freezing

\$650
for one round of intra-uterine insemination (IUI)

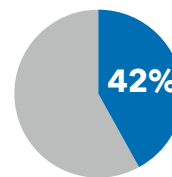
There is significant employee demand for inclusive family-building coverage, presenting an opportunity for employers to enhance their benefits offerings to attract and retain talent



of employees would stay at their company longer if they offered fertility benefits⁶



of employees would consider switching to an employer that offered fertility benefits⁷



of global employees say lack of fertility benefits is a "deal breaker" in accepting a job⁸

Co-operators' inclusive coverages empower employers to promote diversity and build resilience among your workforce

Guided by our purpose and values, Co-operators is helping to foster more inclusive workplaces by offering inclusive coverage options, rooted in the principles of diversity, equity and inclusion (DEI).



To learn how Co-operators can support your DEI initiatives, visit cooperators.ca/inclusivecoverage.

References

- 1 Canadian Fertility and Andrology Society
2, 3, 4 Massachusetts General Hospital Center for Women's Mental Health, <https://womensmentalhealth.org/specialty-clinics/infertility-and-mental-health/>
5 Fertility Benefits Matter
6, 7, 8 Carrot, 2023 Global Fertility at Work Survey
photo: Willie B. Thomas/Getty Images
icons: 123RF (popcornarts, pxprostudio)

Sponsored by:

