

# How to Provide Best-in-Class Fertility Support for Your Employees and Organisation

---



# Our panel



**Charlotte Gentry**  
CEO & Founder,  
The IVF Network



**Jennifer Elworthy**  
Career & Fertility Coach  
and Advisory Board  
Member, The IVF  
Network



**Lydia Billinghamurst**  
HR Consultant,  
JourneyHR



**Carole Gilling-smith**  
CEO &  
Medical Director,  
The Agora Clinic, and  
Advisory Board Member,  
The IVF Network



**Dr Golnoush Golshirazi**  
CEO and Founder,  
ScreenMe

# Our Founder's story



The IVF Network was founded by Charlotte Gentry based on her direct experience of undergoing a long and arduous fertility journey. During that journey, Charlotte went to 4 different clinics and spent a large amount of money to obtain diversity of opinion about her specific case.

Thankfully, she was successful in the end, and had a baby boy in April 2020, and as a result has built and created an information portal designed to be the number one knowledge resource globally to help people going through fertility challenges.

Charlotte now helps thousands of people by providing access to the world's top private specialists that typically cost hundreds of pounds to visit privately for a consultation.

The IVF Network brings them into a live studio environment where they can discuss the most important topics in fireside chats and interviews. This knowledge is pivotal to the success of any fertility journey and enables people to make the right decisions, by hearing from the right people to get to the right result faster.



# How to Provide Best-in-Class Fertility Support for Your Employees and Organisation

---



# This workshop will cover:


- Understanding treatment and the challenges it may present
- Navigating loss and miscarriage
- Future fertility and reproductive health
- Solo intended parents
- LGBT+ family pathways
- Supporting marginalised minority groups
- Male Infertility



## Poll question 1



**Do you currently feel that you are well informed about the actual processes and logistics of fertility treatment?**



## Poll question 2



**Do you feel comfortable about talking to employees about their fertility challenges?**



## Poll question 3



**Do you currently have fertility support in your organisation?**





## Poll question 4



**Do you have a standalone fertility policy in your organisation?**



# The Need

**68%**

Over two-thirds of adults say they'd switch jobs to gain fertility benefits

**75,000**

patients undergo IVF cycles in the UK each year

**1 in 5**

people feared they would miss out on future career opportunities if their employer knew about their fertility struggles

**2 million**

Fertility treatment cycles are performed every year globally

**1 in 6**

Roughly 17.5% of the adult population globally now have problems conceiving

**523%**

The number of egg storage cycle registered in the UK rose by 523% between 2013 and 2018



# How to Provide Best-in-Class Fertility Support for Your Employees and Organisation

---



## Poll question 5



**Do you now feel better informed about the processes and logistics of fertility treatment than you did at the start of this session?**



## Poll question 6



**Would you say that you now feel more comfortable talking to employees about their fertility challenges?**



# The value of fertility benefits



## Attract and Retain Top Talent

One of the top five reasons people leave their jobs is for better benefits with another company. When you create a comprehensive health support plan, including fertility benefits, you impact your employees' ability to succeed long-term, too.

## Improve Productivity and Create a Culture of Openness

Family planning can contribute to anxiety, depression, burnout, and absenteeism, which are likely to decrease employee productivity and performance. It is known that people lie about going to scans and medical appointments, however, if you have a fertility benefit it promotes open conversation and research shows that companies with a higher employee engagement and morale financially outperform the competition.

## Increase DE&I

67% of job seekers consider a diverse workplace an important factor when accepting a new position. Offer specific resources for women, men, trans and non-binary people at every stage of their fertility journey.

## Accreditation

Receive a full suite of partnership material illustrating your support to your employees who are facing fertility challenges. Become an industry leader and role model for progressive companies.

## Obtain Crucial Data

Gain a greater understanding of the challenges impacting employees. Through regular data insights, businesses can ensure that the support they offer is in tune with the challenges employees are facing.



**Would you like your  
organisation to have its  
own fertility policy?**



**Scan the QR or visit us today on  
stand W430  
to find out more**

---





The IVF Network  
Alliance House, 12 Caxton Street  
London SW1H 0QS

[theivfnetwork.com](https://theivfnetwork.com)



[@theivfnetwork](https://www.linkedin.com/company/theivfnetwork)

[www.ivfnetwork.com](https://www.ivfnetwork.com)

© The IVF Network. All rights reserved.