

For HR and benefits leaders

Fertility benefits for mid-market employers, without the enterprise price tag.

Fertility support is no longer an enterprise-only perk. This guide covers what to evaluate before choosing a benefit, and how to start a bounded first conversation.

Access and inclusion

Define who is eligible, which family-building paths are supported, where services are available, and what employees may pay.

Clinical governance

Clarify who provides medical care, how providers are qualified, how urgent concerns are handled, and who remains clinically responsible.

Privacy and security

Map what information is collected, why it is needed, who can access it, how long it is kept, and what the employer can see.

Implementation

Document eligibility, employee communications, support hours, escalation, integrations, reporting, and the accountable owners.

Evidence and measurement

Separate utilization and experience measures from clinical or financial outcomes, and ask how every material claim was derived.

Commercial fit

Compare pricing units, minimums, pass-through costs, renewal terms, conflicts, and the operational work required from your team.

Prepare for a first conversation

- Workforce size and locations
- Current fertility and family-building coverage
- Employee questions or access gaps
- Decision timeline and responsible stakeholders

Estimate the cost yourself

Annual cost = eligible employees × share using the benefit each year × average spend per user (capped at the lifetime maximum) + admin fees.

Try it with your own numbers at mybabybridge.com/fertility-benefit-cost-calculator

Start a bounded first conversation.

No employee health data, no commitment.

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