



CASE STUDY

how a large tech  
company saved  
over \$1 million in  
maternity-related  
costs with Ovia

**\$1.2m**

avoided cost

**90%**

return to work rate

**7:1**

ROI

Tech companies face a huge challenge: finding and keeping talented employees. In a recent study of 230 tech companies, only 13 percent said they were able to hire and retain people with the technical expertise they need.<sup>1</sup> The study also found that simply offering more competitive salaries doesn't cut it anymore. Employees have new priorities, and one of the most important is a supportive work environment.

To create a supportive workplace, tech companies need to consider the unique needs of their workforce. In tech, there's an especially high concentration of Millennial and Gen Z workers — the people most likely to be building their families. This means that improving maternal outcomes and bolstering return-to-work (RTW) processes is critical for employee satisfaction and retention. And managing maternity and fertility costs can make a huge difference for a company's bottom line, too.

With all of this in mind, a tech company with 6,000 employees decided to partner with Ovia for their women's and family health benefits. Together, we outlined the company's key goals: to reduce adverse pregnancy outcomes and the need for assisted reproductive technology (ART) and improve RTW, all with an eye on costs. And, just as importantly, the tech company wanted to offer meaningful support to their employees — many of whom have young children or plan to start a family soon.

**Ovia worked with the tech company in four main areas: reducing the need for unnecessary ART use, preventing preterm deliveries and neonatal intensive care (NICU) stays, lowering the Cesarean section (C-section) rate, and strengthening return to work (RTW). Together, these Ovia programs improved the lives of employees and their families and yielded a 7:1 ROI for the company.**



## Reducing the need for unnecessary ART

One of the goals of this company was to offer meaningful support to their relatively young workforce. Many of their employees were in a family-building chapter of their lives. However, building a family isn't as simple as it may seem. Up to 1 in 5 couples struggle with infertility.<sup>2</sup> For many people struggling with fertility issues, the next step is ART, which includes procedures like *in vitro* fertilization (IVF). IVF itself is expensive, at an average of about \$15,000 per round, and it takes on average three or four rounds of IVF to successfully achieve pregnancy.<sup>3,4</sup> Pregnancies achieved by ART come with a host of high-risk factors. Pregnancies achieved through ART are at higher risk of adverse outcomes than non-ART pregnancies, such as multiple gestation, preterm birth, preeclampsia, and Cesarean delivery.<sup>5</sup> The cost of these adverse outcomes ranges from \$7,000 for Cesarean section to upwards of \$100,000 per preterm birth.<sup>6</sup>



# 1 in 5

couples struggle with infertility



# \$15,000

average cost of IVF per round

### Ovia helps lower the need for unnecessary ART with proven interventions, including:

- Engaging members on average 15 times per month to log important fertility indicator data
- Personalizing a member's unique fertility score using Ovia's fertility algorithm based upon a member's unique data
- Delivering guideline-driven educational content about how to optimize one's fertility and tools and information
- Identifying members who may be infertile or subfertile through Ovia's Health Assessment, and helping them understand their options for family building
- Helping people successfully conceive on their own through closer cycle tracking
- Supporting members on their fertility journey with evidenced-based guidance from the Ovia Care Team



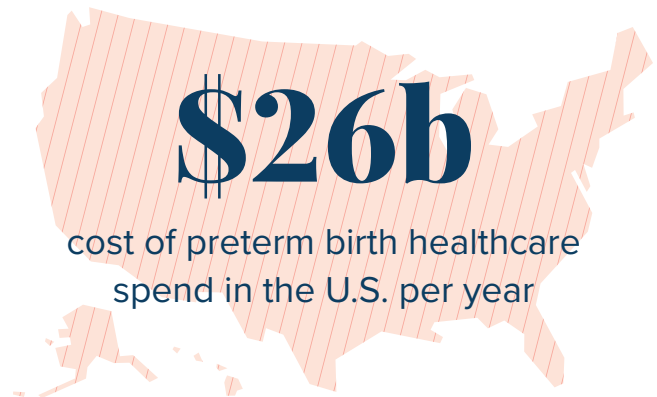
## \$140,000

average cost avoidance  
with Ovia

On average, Ovia's approach yields a 30 percent decrease in ART utilization for our clients. In the case of the tech company, the average ART cost per member decreased from more than \$17,000 to less than \$7,000 after three years with Ovia, resulting in an estimated cost avoidance of \$140,000.

## Lowering the rate of preterm delivery and NICU stays

In the U.S., preterm deliveries cost more than \$26 billion per year.<sup>7</sup> These births come with higher health risks for newborns,<sup>8</sup> adding to the costs and emotional distress for an entire family.



### ovia reduces the rate of preterm births by:

- Identifying each member's unique health risks through Ovia's intake Health Assessment.
- Providing personalized education and symptom tracking to manage conditions known to increase risks of preterm birth, such as hypertension, obesity, and gestational diabetes.
- Empowering members to make more powerful health decisions to advocate for important prenatal health checks that can catch and treat problems early.

For example, cervical length measurements during the second trimester are a powerful tool for predicting the risk of preterm birth.<sup>9</sup> However, not all providers routinely provide a cervical length measurement. Ovia educates members about what a cervical length measurement is and how to advocate for one to their provider. If a member reports they were diagnosed with an insufficient cervix and is prescribed daily progesterone to treat it, Ovia reminds the member daily to promote medication adherence and thus lower the risk of preterm birth.

Ovia's programming has been shown to reduce the rate of preterm births across our book of business by 28 percent. The average NICU length of stay for Ovia's tech client decreased from 30 days to 8 days after Ovia's implementation, avoiding an estimated \$600,000 due to NICU utilization.



**28%**

reduction in preterm births  
with Ovia

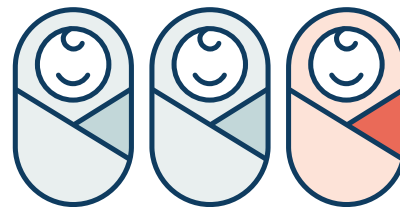
**\$600k**

avoided cost due to NICU  
utilization with Ovia



## Helping members avoid unnecessary C-sections

The C-section rate in the US is a shocking 32 percent, meaning that approximately one in three babies is born via C-section.<sup>10</sup> However, studies show that nearly half of those procedures may be medically unnecessary due a variety of factors, including institutional policies.<sup>11</sup> Unnecessary C-sections result in significant medical expenditures, not only due to the cost of the surgery itself, but also due to increased complications of people delivering via C-section; people who have C-sections experience three times the risk of complications compared to those who deliver vaginally.<sup>12</sup>



# 1 in 3

babies are born via C-section

### Ovia's programming aims to reduce unnecessary C-section rates by:

- Educating members about the importance of hospital quality metrics, and helping members select hospitals with lower C-section rates. Studies show that, even when accounting for other clinical factors, a hospital's practices and culture can increase a patient's risk for a C-section.<sup>13</sup>
- Educating members about strategies to reduce the likelihood of an unnecessary C-section early in on their pregnancy, including the use of evidenced-based approach to reduce the risk of C-sections, like building a strong birthing team to advocate for their needs, or selecting a certified nurse midwife as a provider if appropriate.
- Providing a contraction timer to help members head to the hospital at the right time, instead of too early. This helps avoid unnecessary time in the hospital, which in turn can help lower the risk of C-section.

On average, Ovia reduces C-section rates by 34 percent across our book of business. After launching Ovia, our tech client avoided an estimated \$117,000 in C-section-related costs.

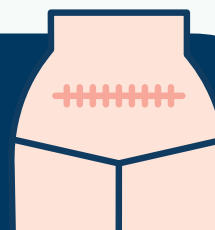


## 34%

reduction in C-section rates  
with Ovia

## \$117k

avoided C-section-related  
cost with Ovia



## Improving retention by easing the transition back to work

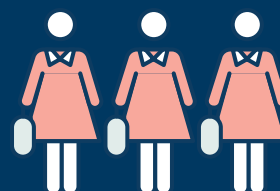
The period before and after parental leave are critical because employees are assessing whether they can balance their job and their new role as a parent. That's why early conversations about leave plans and a solid RTW program are critical for supporting new parents and boosting retention.

Ovia begins educating members about RTW early in pregnancy, so they can plan and prepare for the transition, and so they'll know about the programs and policies their employer has in place to support them to make the most of their benefits. We also train managers on RTW best practices so they can help see employees through this major life transition.

With Ovia, the tech company improved their RTW programs, leading to a 90 percent return-to-work rate that avoided an estimated \$300,000 in turnover costs.

**90%**

return to work rate  
with Ovia



### The tech company's bottom line

**\$1.2m**

avoided cost

**90%**

return to work rate

**7:1**

ROI

For the tech company, Ovia's personalized, cutting-edge digital health programs helped predict health risks and proactively supported members for better maternity outcomes and an easier transition back to work.

By partnering with Ovia, the tech company avoided an estimated \$1,173,457 on family building, maternal health, and retention — for an ROI of 7:1. On top of that, the company was able to provide a vital, tangible benefit that underscored their commitment to the wellbeing of their employees.

## Wondering how Ovia can help your company attract, support, and retain employees, all while saving on healthcare costs?

Learn about our comprehensive women's and family health programs at [www.oviahealth.com](http://www.oviahealth.com).

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11. Maternal and Child Health Journal: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4209310/>
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