



CASE STUDY

how a large financial institution improved retention and lowered costs with Ovia

40%

decrease in preterm birth rates

96%

return to work rate

4:1

ROI

the challenge

In the world of finance, there's huge competition to attract and retain the best employees.¹ This can be a daunting task for HR departments — finance is a notoriously high-stress industry with a fast burnout rate. In fact, a recent survey found that one-third of employees in finance are burned out right now, and looking for the exit door.²

In addition to retention, financial institutions are more focused than ever on increasing diversity, including women in leadership roles. According to a recent study, 85 percent of financial services CEOs agreed that diversity and inclusion enhance a company's performance,³ so the issue is high on their priority lists. HR leaders know that to attract and retain female leaders, they need to offer top-tier women's and family health benefits. And those benefits need to be tailored to the unique needs of financial industry employees.

Women in finance tend to spend years building their careers before they decide to start a family.⁴ And having children later can come with some risks and costs. Women over 35 are more likely to deal with fertility issues and need fertility support. If they require ART (assisted reproductive technology), they have a higher chance of carrying multiples, which can raise health risks and expenses for parents and children. Women over 35 also have a higher risk of pregnancy complications including high blood pressure, preterm birth, unnecessary C-sections, and pregnancy loss.⁵

So, to support families while saving costs and improving health outcomes, finance companies need a digital health partner that can help employees understand their unique health profiles, lower their risks, and access the resources they need through the entire process of fertility and pregnancy.



**women in finance
tend to spend years
building their careers
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the solution

What happened when a large financial institution chose Ovia as its women's and family health partner

With all of these needs in mind, a financial organization with more than 7,000 U.S.-based employees chose Ovia as their partner for women's and family health.

Together, we set a few big goals:

- Improve retention rates before, during, and after parental leave
- Reduce unnecessary use of expensive ART interventions such as IVF
- Lower healthcare costs associated with adverse pregnancy and fertility events
- Improve overall pregnancy outcomes
- Build a stronger RTW (return to work) program
- Provide help for parents managing PMDs (perinatal mood disorders)

To meet these goals Ovia focused on three key areas: fertility, pregnancy, and RTW. Through Ovia's predictive and proactive platform, we helped members track their health data and understand their unique health risks. We also provided members with personalized education and reached out proactively to help them reduce their risks and stay well.

How Ovia's approach to fertility health makes a difference

When it comes to fertility, Ovia aims to help people conceive on their own faster, reducing the need for ART whenever possible. We do this by understanding each member's unique risk factors and data through our data-driven fertility prediction algorithm. Members track their cycles closely, receive expert education, and get personalized guidance from the fertility experts on Ovia's Care Team. This helps more people conceive on their own, without ART, and reduces multiple births. (A multiple birth can cost more than five times as much as a singleton birth.)



How Ovia's approach to maternal health makes a difference

During pregnancy, Ovia's platform helps members track their health data, understand their unique risk factors, make behavior changes to lower risks, prepare for birth, and have healthier birth outcomes.

Members receive personalized education based on their risk factors, including information about important preventive screenings and interventions that may be overlooked by providers. And the Ovia Care Team is always available to answer day-to-day questions and help drive employee benefits utilization.

Ovia is also designed to catch health issues early, when they're easier and less expensive to treat. If a member reports dangerous signs or symptoms, Ovia deploys a Critical Alert, letting the member know to contact their provider for follow-up. The Ovia Care Team is always available to help members understand their alerts.

How Ovia's approach to postpartum health and the transition back to work makes a difference

Returning to work after parental leave can be a struggle for employees, which is why a good RTW program is critical for retention. Studies show that up to 34 percent of mothers leave their jobs after giving birth⁶, often because they don't have the support to manage their transition back to the office.

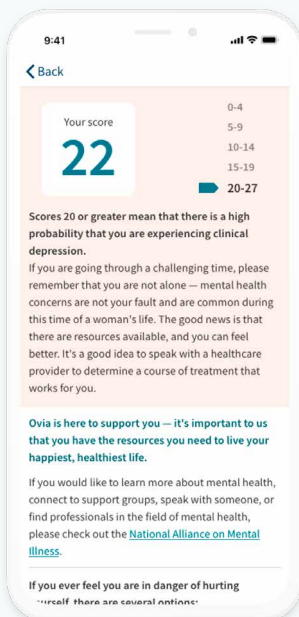
Ovia trains managers on RTW best practices, including how to help employees prepare before their leave, and how to offer the flexibility they need

to adjust back into work at the right pace. These kinds of programs can make all the difference for retaining valuable employees (and saving the cost of recruiting and training new employees).

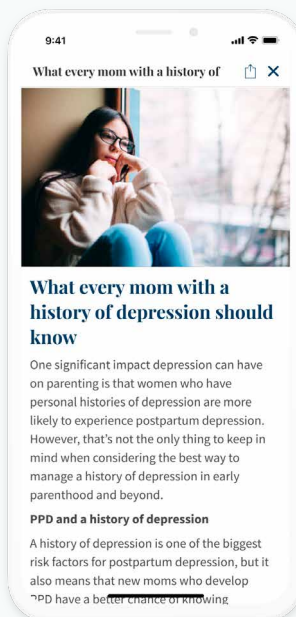
In addition to a solid RTW program, employers can improve retention through early identification and treatment of perinatal mood disorders, which are often overlooked or undertreated. Ovia's screening tools help identify mood disorders throughout pregnancy and postpartum so members can get the help they need early. This can decrease the likelihood of long-term mental illness and the associated health complications.

Ovia's solutions, health programming, & experts at work

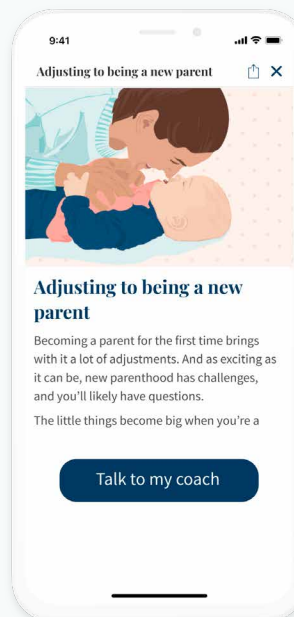
Risk stratification PHQ-9 & EPDS delivery



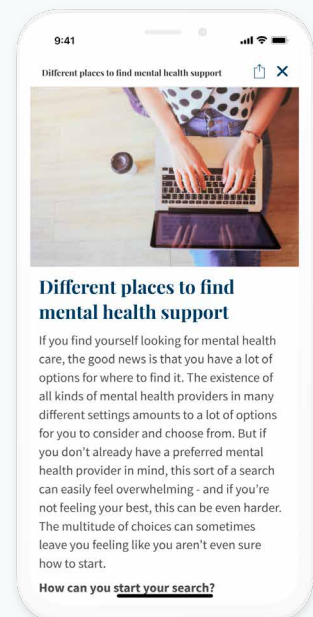
Clinical education to inform & destigmatize



Unlimited access to coaching (PHM-C & PsyD)



Digital interventions & timely navigation to the Health Plan



the results

Healthier birth outcomes, better retention, and hundreds of thousands in cost savings

To date, one-third of the finance institution's pregnancies have used Ovia. Among those members, 55 percent enrolled during their first trimester, making full use of Ovia's offerings.

Here's how Ovia impacted fertility outcomes for the financial company's employees:

- Before Ovia, the company's employees used more than 100 ART treatments each year. After one year with Ovia, that rate decreased by 20 percent.
- The rate of multiple births decreased by half.
- In total, the company avoided an estimated \$100,000 in ART costs and \$750,000 in multiple gestation costs.

Ovia helped employees achieve healthier pregnancy outcomes:

- Preterm birth rates decreased by 40 percent.
- In total, the company avoided an estimated \$62,000 in healthcare costs associated with avoidable preterm births.

Ovia RTW programs strengthened postpartum mental health support and encouraged retention:

- There was a 100 percent increase in PMD diagnoses, helping employees get the care they needed, when they needed it.
- Among Ovia Pregnancy members, 96 percent planned to return to work.



20%

reduction in ART dependence

\$100,000

costs savings



50%

reduction in multiple gestations

\$750,000

costs savings



40%

reduction in preterm delivery

\$62,000

costs savings



100%

increase in perinatal mental health diagnoses



96%

percent planned to return to work

By partnering with Ovia for women's and family health benefits, the company lowered costs and helped its employees have safer, healthier journeys to parenthood and back to work. In the competitive world of finance, this is a true differentiator — employees know that their company is committed to investing in their health and wellbeing at work and beyond.

Want to know 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.



1. Reuters: <https://www.reuters.com/world/us/banks-say-they-are-paying-up-talent-hiring-is-competitive-2022-01-14/>
2. Disruption Banking: <https://www.disruptionbanking.com/2022/05/24/burnout-mounts-as-a-third-of-banking-and-financial-services-plan-to-leave-the-industry-due-to-high-pressure/>
3. CFA Institute: <https://www.cfainstitute.org/en/research/inclusion-diversity>
4. eFinancialCareers: <https://www.efinancialcareers.com/news/2018/10/best-worst-times-baby-work-banking>
5. Mayo Clinic: <https://www.mayoclinic.org/healthy-lifestyle/getting-pregnant/in-depth/pregnancy/art-20045756>
6. Ovia Health National Survey: Motherhood in America

www.oviahealth.com

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