



# 1 in 6

couples use sub/infertility services.<sup>1</sup>

# 20%

of assisted reproductive technology (ART) cases result in multiple gestations.<sup>2</sup>

## how Ovia Health supports fertility intervention while reducing unnecessary utilization

### Everyone has a right to grow their family.

Many couples have trouble conceiving — including some who would be able to conceive if they had robust cycle-tracking support. When people want to grow their families, they will try whatever they can, which often means pursuing assisted reproductive technology (ART) like IVF and putting the bill on their credit cards.

Families often seek treatment based on cost and availability rather than quality, leading to unintended outcomes like twins or triplets. By using simple, proven interventions, Ovia Health's solution reduces unnecessary ART and multiple gestations, while simultaneously supporting individuals and couples who need clinical intervention. When further assistance is needed, or conceiving naturally isn't applicable, Ovia can help families grow through the Fertility and Family Building benefit.

1. World Health Organization, **Infertility Prevalence Estimates, 1990–2021**, <https://www.who.int/publications/i/item/978920068315>

2. Center for Disease Control and Prevention, "Assisted Reproductive Technology (ART) Data."

## Ovia's Fertility and Family Building benefit

Ovia Health offers a Fertility and Family Building benefit that centralizes the funds, care navigation, and dedicated one-on-one support needed for inclusive and equitable family building journeys.

This includes personalized support and programming for members leveraging fertility intervention (e.g., IVF, IUI, cryopreservation) or other family-forming methods to build their families.

## Reducing unnecessary infertility treatments and multiple gestations

By tracking their cycles, receiving expert education, and following personalized health advice, up to 65% of sub-fertile couples who would otherwise have pursued assisted reproductive technology (ART) are able to conceive at home.\*

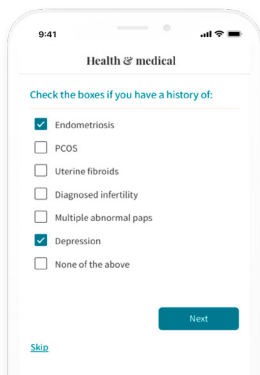
Multiple gestations (twins, triplets) are a common, and costly, result of ART. By conceiving with Ovia's support and avoiding ART, members are able to achieve their family goals and avoid costly complications and inherently high-risk pregnancies.

up to **65%**\*  
decrease in unnecessary  
ART utilization<sup>4</sup>

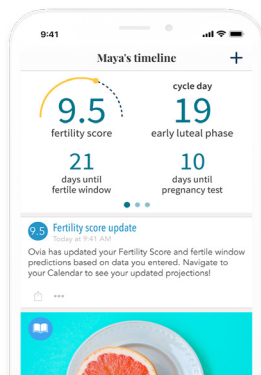
up to **47%**\*  
decrease in  
multiple gestations<sup>5</sup>

## Ovia's algorithms, health programming, and experts at work

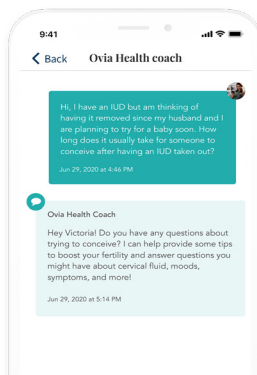
Identify infertile and sub-fertile participants



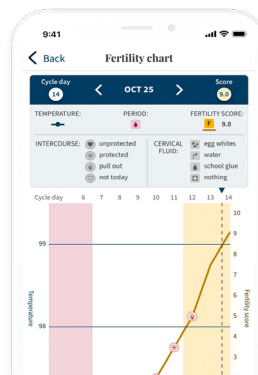
Calculate personalized fertility score



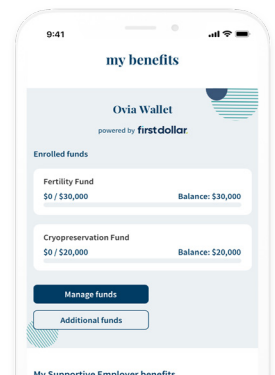
Expert guidance from a fertility coach



Tools to help couples conceive naturally



Fertility and Family Building funds are available when natural conception isn't applicable or possible



## What this means for your organization

Ovia Health's fertility programming optimizes conception, pregnancy health and preparedness for all. Ovia helps couples conceive at home when possible, reducing costs by an average of **\$21K** per avoided use of ART and by **\$100K** per avoided case of multiple gestations.<sup>6,7</sup>

Our solution also supports members who need fertility intervention with clinical guidance, health tracking and optimization, fertility funding options, and clinic navigation.

3. Typically, the cutoff for unsuccessful conception is more than a year if the woman is younger than 35, and 6 months if the woman is 35 years or older.

4,5,6. Ovia Health Book of Business Claims Analysis.

7. Fertility and Sterility, "Economic implications of the Society for Assisted Reproductive Technology embryo transfer guidelines: healthcare dollars saved by reducing iatrogenic triplets."

\* Note that these outcome(s) reflect(s) the greatest improvement experienced by a single client for this/these clinical condition area(s). Other clients experienced different outcomes in this/these clinical area(s). Actual results may vary based upon initial prevalence rate and engagement rates