

Progyny Benefit Communication Resources Parent and Child Well-being

Use this swipe copy to highlight the Progyny Parent and Child Well-being benefit across internal channels. When sharing, we recommend that you also attach the Progyny provided flyer and/or video.

Please find:

1. A **short description** you can post on your intranet/for any internal communications
2. A **sample email** you can use for internal communication

Please keep in mind:

- Use this copy if you **do not** have digital onboarding.
- Download and save a copy to update and share
- We highlighted what is customizable based on your specific benefit offering to be updated prior to sharing
- Please contact your Progyny representative if you need support or additional assets

1. Short Description

[COMPANY] is proud to offer Progyny as a benefit for employees and their spouses/domestic partners [on our medical plan], offering Parent and Child Well-being support. Designed for parents and caregivers of children up to age 12, the program offers access to expert, personalized guidance for the real-life challenges of raising kids. Get 1:1 support and access exclusive education covering developmental milestones to budgeting and self-care tips. Connect with parenting wellness experts trained in social work and child development to provide guidance on behavior concerns, work/life balance, and family dynamics. **To get started, call Progyny at xxx.xxx.xxxx.**

2. Sample Email

Recommended Subject Line: **New** Benefit Spotlight: Parent and Child Well-being support available through Progyny

Hi team,

[COMPANY] is proud to offer Progyny as a benefit for employees and their spouses/domestic partners [on our medical plan]. Whether you're balancing work, managing the day-to-day at home, or somewhere in between, Progyny's Parent and Child Well-being program is here to support you. Designed for parents and caregivers of children up to age 12, the program offers access to expert, personalized guidance for the real-life challenges of raising kids.

Progyny's **Parent and Child Well-being program** meets you where you are with personalized support including:

- Unlimited 1:1 support from a Progyny Care Advocate
- Access to parenting wellness experts trained in social work & child development
- On-demand digital resources for navigating development milestones
- Help understanding and accessing other benefits from your employer that can help you as a parent
- Guidance for planning, finding, and funding childcare
- Tools for managing daily needs like work-life balance, budgeting, and self-care

There is no cost to you to access Progyny's personalized coaching support and app.

To get started, call Progyny at xxx.xxx.xxxx. When prompted, select the option to speak with a PCA, who are available M-F from 9:00 am – 9:00 pm ET to answer all of your questions, as often as you need them.