**Progyny Benefit Communication Resources**

**2026 World Doula Week (March 22-28)**

*With World Doula Week (March 22-28) approaching, we have created these sample communications and compiled resources.* ***If you offer Progyny’s Doula Financial Assistance Program and/or Progyny’s Pregnancy and Postpartum program inclusive of virtual doula access****, please utilize these resources to share with your employees on your internal communication channels such as company intranet, employee newsletter, etc.*

*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*
3. *A* ***list of resources*** *of relevant articles, webinars, and podcasts to share with your communications*

*Please keep in mind:*

* *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 (If you offer Progyny’s Pregnancy and Postpartum program with virtual doula access)**

As we honor World Doula Week (March 22-28), we want to highlight our support available to those growing their families. [Company Name] is proud to partner with Progyny, a benefit for employees/individuals and their spouses/domestic partners on our medical plan. Progyny includes support for family planning, fertility and family building, pregnancy, and postpartum. Through Progyny you can receive doula support, including financial assistance for doula expenses and convenient virtual doula appointments (available at no cost to you). Doulas offer emotional support and guidance to complement your clinical care, help you prepare for birth and support your postpartum recovery, and advocate for you through every stage of pregnancy. Call Progyny at xxx.xxx.xxxx to speak with a Progyny Care Advocate (PCA) to learn more about your benefit, or create an account at <https://member.progyny.com/login>.

**2. Short Description (If you just offer Progyny’s Doula Financial Assistance Program)**

As we honor World Doula Week (March 22-28), we want to highlight our support available to those growing their families. [Company Name] is proud to partner with Progyny, a benefit for employees/individuals and their spouses/domestic partners on our medical plan. Progyny supports you across each stage of family planning, fertility, and family building. Your benefit also includes financial assistance for eligible doula expenses, helping to eliminate barriers as you grow your family. Doulas offer emotional support and guidance to complement your clinical care, help you prepare for birth and support your postpartum recovery, and advocate for you through each stage of pregnancy. Call Progyny at xxx.xxx.xxxx to speak with a Progyny Care Advocate (PCA) to learn more about your benefit or create an account at <https://member.progyny.com/login>.

**3. Sample Email (If you offer Progyny’s Pregnancy and Postpartum program with virtual doula access)**

Hello,

As we honor World Doula Week (March 22-28), we want to highlight available support to those growing their families. While expecting parents receive clinical support from their OB-GYN, doulas can provide additional emotional support to complement your care as you prepare for birth and during the postpartum recovery . We are proud to partner with Progyny to offer pregnancy and postpartum support, including access to doulas, to employees/individuals and their spouses/domestic partners on our medical plan .

Progyny’s Pregnancy and Postpartum Program Includes:

* Financial assistance up to $xx,xxx for eligible doula expenses
* Virtual doula support during pregnancy, labor and delivery, and postpartum
* Unlimited, 24/7 lactation and infant feeding support at your convenience
* 1:1 personalized guidance from nurses throughout pregnancy and up to 12 months postpartum
* A pregnancy/postpartum care package designed for your comfort

**Eligible employees/individuals have access to Progyny’s pregnancy and postpartum program at no cost to you.** **To get your questions answered or to get started, call Progyny at xxx.xxx.xxxx,** available Monday through Friday from 9 am-9 pm ET, **or create an account at** <https://member.progyny.com/login>.

*Your Progyny benefit also includes support for family planning, fertility and family building, parent and child well-being, and perimenopause and menopause care. Your Progyny Care Advocate can help connect you to the support that’s right for you.*

In the meantime, here is some related content to support your journey:

[Copy/paste desired content from **List of Resources** below]

**3. List of Resources**

* Article: [Pregnant women find their voices- and more- with doula support | Progyny](https://progyny.com/blog/fertility-in-the-workplace/pregnant-women-find-their-voices-with-doula-support/)
* Video: [DocTalk: What are Doulas? | Progyny](https://progyny.com/education/doctalk-what-are-doulas/)
* Podcast: [The Role of Doulas | Progyny](https://progyny.com/education/podcast/episode-177/)
* Webinar: [Your Pregnancy and Postpartum Care Village](https://progyny.com/blog/fertility-family-building/your-pregnancy-and-postpartum-care-village/)
* Progyny Education Site: [Pregnancy and Postpartum Resources | Progyny](https://progyny.com/education/pregnancy/)
* Article: [Benefits of a Doula | DONA International | Progyny](https://www.dona.org/what-is-a-doula-2/benefits-of-a-doula/)