



Talk to HR



4 steps to start the conversation around fertility & family building care benefits

If you or someone you know has personally experienced fertility treatment or family building care, it's clear how stressful the journey can be—medically, physically, and emotionally. But dreams of parenthood can be made more accessible when companies offer inclusive fertility and family building benefits to their employees.

As the workforce evolves and more people need support to build their families, employers are increasingly recognizing the importance of offering fertility and family building benefits designed to meet employees where they are. While initiating these conversations with your HR team can feel intimidating, these tips can help build your confidence, make a strong case for change, and help you keep up the momentum.

1. Do your research

You'll want to go into your meeting prepared with background information about your company. Here are a few key details to know before you go.

Find the right point-person. Review your company's org chart to identify the HR or benefits leader best positioned to have this conversation.

Understand your current benefits. Skim your benefits handbook to see what fertility, family building, adoption, or surrogacy care—if any—is already covered.

Know the legal landscape. As of December 2025, 25 states plus Washington, D.C., have passed [fertility insurance coverage laws](#), and 15 of those include IVF coverage. Understanding where your state stands can help frame the conversation.

Buddy up. Tap into employee resource groups or connect with colleagues who agree that fertility and family building benefits are essential. There's power in numbers.

Progyny's Fertility Coverage Worksheet can help you analyze your current offerings and identify gaps.

Understanding how peer employers approach fertility and family building benefits can also help you frame a more compelling conversation.

2. Know the stats

Use these facts and figures to help explain the value of an inclusive fertility and family building benefit.

Infertility is common:

1 in 6 people globally are affected by [infertility](#). Odds are you—or someone you know—has experienced it.

Fertility and family building benefits influence recruitment & retention:

45% of workers say fertility benefits are an important factor when [considering](#) a new job.

67% of individuals say they would switch jobs to gain access to fertility and family building benefits.

Cost increases are minimal for employers:

97% of employers [report](#) that covering infertility benefits has not resulted in a significant increase in medical plan costs—even among employers that cover IVF.

3. Request a conversation

Now you're ready to put your preparation into action. Start by requesting an initial conversation with a clear, thoughtful email.

A few pointers:

-  Keep your subject line short and direct, such as "Fertility and Family Building Benefits Inquiry."
-  Personalize the email with an anecdote from your own fertility or family building journey, if you feel comfortable.
-  Compliment the HR representative (only if it's true!), for example, by acknowledging the company's commitment to supporting a diverse employee population.
-  Conclude with a clear call to action so it's obvious what you're hoping will happen next.



Be explicit about the types of fertility and family building care you're requesting. Linking to resources like [RESOLVE](#) or Progyny's [employer resources](#) can help demonstrate what comprehensive, equitable coverage looks like.

Remember: you don't need to be an expert. Sharing *why* this matters to you is often the most compelling place to start.

4. Keep up the momentum

Today, [42% of U.S. organizations offer fertility benefits](#)—and that number continues to rise. More employers are actively reassessing their benefits to better support retention, employee well-being, and evolving workforce needs.

Stay patient, be persistent, and check in with your HR representative as appropriate. Advocating for fertility and family building benefits may feel like a lot of work, but the impact can be lasting—for you, for your colleagues, and for future employees who will have access to the care they need because of the change you helped create.

Need additional support?

Visit Progyny's [Talk to HR homepage](#) for additional tips and tools, and watch our [webinar](#) on how to ask your employer for fertility coverage.

You got this!



About Progyny

Progyny is a global leader in women's health and family building solutions, trusted by the nation's leading employers, health plans, and benefit purchasers. We envision a world where everyone can realize their dreams of family and ideal health. Our outcomes prove that comprehensive, inclusive, and intentionally designed solutions simultaneously benefit employers, patients, and physicians.

1. World Health Organization, <https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility> | 2. Fortune.com, <https://fortune.com/2022/03/05/fertility-benefits-are-a-major-weapon-in-the-war-for-talent> | 3. Axios, <https://www.axios.com/2022/10/11/fertility-benefit-reproductive-health-labor> | 4. RESOLVE, <https://resolve.org/wp-content/uploads/2022/01/2021-Fertility-Survey-Report-Final.pdf> | 5. RESOLVE, <https://resolve.org/new-study-shows-companies-can-offer-competitive-fertility-benefits-without-increase-in-cost> | 6. International Foundation of Employee Benefit Plans, <https://blog.ifebp.org/fertility-benefits-rapidly-rising-as-employers-look-to-attract-and-support-talent>