



Corporate Solutions

The largest employer fertility benefits care provider

www.apricity.life

Why does fertility matter so much in the workplace?

One in six couples struggles with infertility, impacting individuals on both a personal and professional level.

- Reports of stress (70%*) contributing to a lack of productivity
- 61% of couples believe fertility struggles are more stressful than divorce proceedings**
- Treatment cycles requiring up to 9 clinic visits (on average) leading to employee absenteeism
- Work resignations in cases where women or couples cannot cope with the stress and anxiety infertility entails.
- 68% of employees are willing to change jobs for enhanced fertility coverage benefits*

Fertility solutions are effective for approximately 70% of women when applied over time. However, the journey can impose on an individual's sense of emotional and financial well-being. Typical fertility journeys revolve around clinic constraints and administrative hurdles instead of providing support, empathy, and convenience tailored to the woman in question.

*Source: Reference: RMANJ. (2015). INFERTILITY IN AMERICA 2015 SURVEY AND REPORT. Retrieved January 22, 2018, from <https://tinyurl.com/zfchkauk>

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Who are we?

We are the next-generation fertility clinic. Apricity is re-imagining fertility care, maximising our patient's success factors, and supporting our clients at every step of their fertility journey.

- Our world-class medical team can organize most treatments at home, reducing the number of **clinic visits required per cycle from 9-10 to 2 on average**
- **Apricity's fertility advisors are available 7/7** with enhanced opening hours, providing support, guidance, and administrative help.
- **Our app offers instant access to a dedicated medical team**, reducing errors with medication reminders and guiding our patients at crucial moments on their treatment journey.
- Apricity's position at the forefront of AI fertility research helps people understand their chances of success while also fuelling integral industry research.
- Our high success rates; **46% success rate per cycle vs. 31% for the UK average.**
- Comprehensive **support through educational webinars, podcasts**, drop-in sessions, and 1:1 nurse consultation
- **Home scans are available** with senior fertility nurses and HD portable ultrasound





The Apricity fertility Benefit

We offer flexible benefits for your employees with different parenthood pathways and treatment packages and build benefits to suit your business—options for PMI, self-funding, flexible fertility benefit, or cash allowance.



01 Education

Free educational webinars hosted by our medical team, CMO, and senior fertility nurse help to navigate the fertility world.



02 Individual Support

Free consultations with a senior nurse. One-on-one support to help them understand their options.



03 Apricity's full range of diagnostics & treatments

A win-win approach optimizes the individuals' chances of success with lower stress, absenteeism, and employee retention.

Easy to implement



PMI model requires a partnership with the insurer.



No exclusivity.



Robust communications with employees are encouraged.

Key takeaways



Fertility impacts 1/6 employees



Fertility treatments create massive disruption

to business and personal lives leading to stress, absenteeism, and redundancy.



Apricity offers a radically difference experience

with more success, less stress, and disruption to business life.

Apricity manages the entire life cycle, reducing clinic visits from 9 to 2 on average.



Easy implementation with your provider

Within a PMI employee benefit or without – self-funding with a payment plan if required.



Visibility and transparency

Apricity offers a clear understanding of the cost. You won't be subjected to any additional fees throughout your fertility journey with us.

To find out how we can create tailor-made programs that empower your staff and support retention, get in touch on corporate@apricity.life. Ghislaine Colella, Chief Growth Officer. Shahid Iqbal, Head of Corporate Employee Benefits