



# Corporate Solutions

The largest employer fertility benefits care provider

www.apricity.life



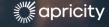
# Why does fertility matter so much in the workplace?

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.





## Who are we?

We are the next-generation fertility clinic. Apricity is reimagining 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

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

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



## 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.



#### OI 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-onone support to help them understand their options.



# 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 retainment, get in touch on corporate@apricity.life. Ghislaine Colella, Chief Growth Officer. Shahid Iqbal, Head of Corporate Employee Benefits