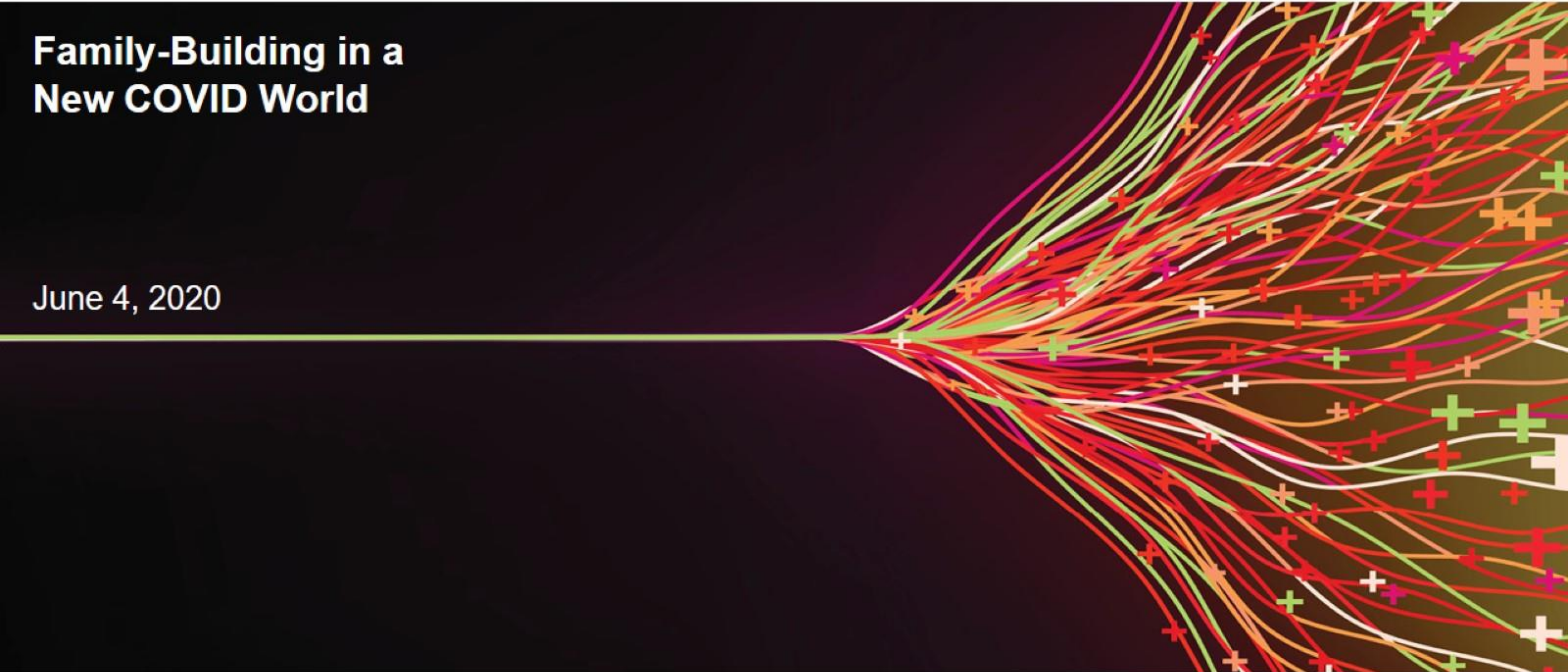


Family-Building in a New COVID World

June 4, 2020



Some of the critical questions and issues we will be answering today

- Latest updates and guidelines on fertility/family-building care
- How COVID is affecting the benefits space and how to continue providing care for employees amidst a crisis
- Why fertility/family-building has historically been so expensive and what you can do to keep costs low
- What the future of fertility and family-building looks like

Earn Credits

- Stay online for the entire webcast
- Credit available for participation in the live webcast only

HRCI

- ✓ Type your full name, email address, and specify “HRCI” in the space provided

SHRM

- ✓ Type your full name, email address, and specify “SHRM” in the space provided

CPE (NASBA)

- ✓ Type your full name, email address, and specify “CPE” in the space provided
- ✓ Click ‘ok’ for 3 popups that occur during the program

Today's Presenters



Gina Bartasi
CEO & Founder
Kindbody



Lynn Westphal, M.D.
Chief Medical Officer
Kindbody



Amy Ye (Moderator)
Researcher, Human Capital
The Conference Board

Meet Kindbody.

- Both a provider and network of partner clinics, offering increased outcomes - over 150+ US locations
- An end-to-end family-building and fertility benefit for all
- Reinvented member experience - in-person or virtual 24/7

A new kind of benefits provider.



88 SUTTER STREET
Kindbody San Francisco

Our guarantees.

Our promises to you...



DIRECT PURCHASING

Providing 30%+ cost savings



EASY INTEGRATION

We're already in network



QUALITY GUARANTEES

Lower price; superior outcomes



END-TO-END SOLUTION

Replace multiple, single solutions



NO SURPRISES

In billing or overprescribing



REINVENTED EXPERIENCE

Driven by Technology



TOTAL TRANSPARENCY

Real-time claims visibility

Uniquely effectuating change
by controlling for **cost,**
quality, and experience.

Family-building in a crisis.

- During a crisis, many things are put on pause – family-building is often not one of them.
- One of the most important factors for women and couples facing infertility is time.



Resiliency in a crisis.

Fertility care is essential.

- There are no proven risks to pregnancy with COVID-19.
- Delaying urgent gynecologic or reproductive care may negatively impact patient health and outcomes.

Understanding member needs.



KINDBODY EXAM ROOM

What this means for patients.

As providers, we are able to control for and assure patient safety and quality of care.

Our clinics are open for patient care.

SAFETY MEASURES WE ARE TAKING

- Ensuring social distancing protocols
- Sanitizing and disinfecting each room after every patient
- Equipping clinicians with proper PPE at all times
- Patient screening with temperature check prior to entry
- Limiting entry and occupancy to a minimum capacity

What this means for employers.

- It is imperative that employers continue to value reproductive health, fertility and family-building support for all during these times.
- But at a cost that makes sense for this new normal.



ALEND A GUIANG
KINDBODY PATIENT NAVIGATOR

The new normal: do more with less.

Adapting with resilience.

- Offering lower costs without sacrificing quality; leveraging technology
- Enhanced virtual care offering - virtual consultations, counseling & support, including nutrition & return-to-work coaching



KINDBODY TECHNOLOGY - EMR

Success rate parity, but costs remain high.

Tech has leveled success rates.



SINGLE EMBRYO TRANSFERS

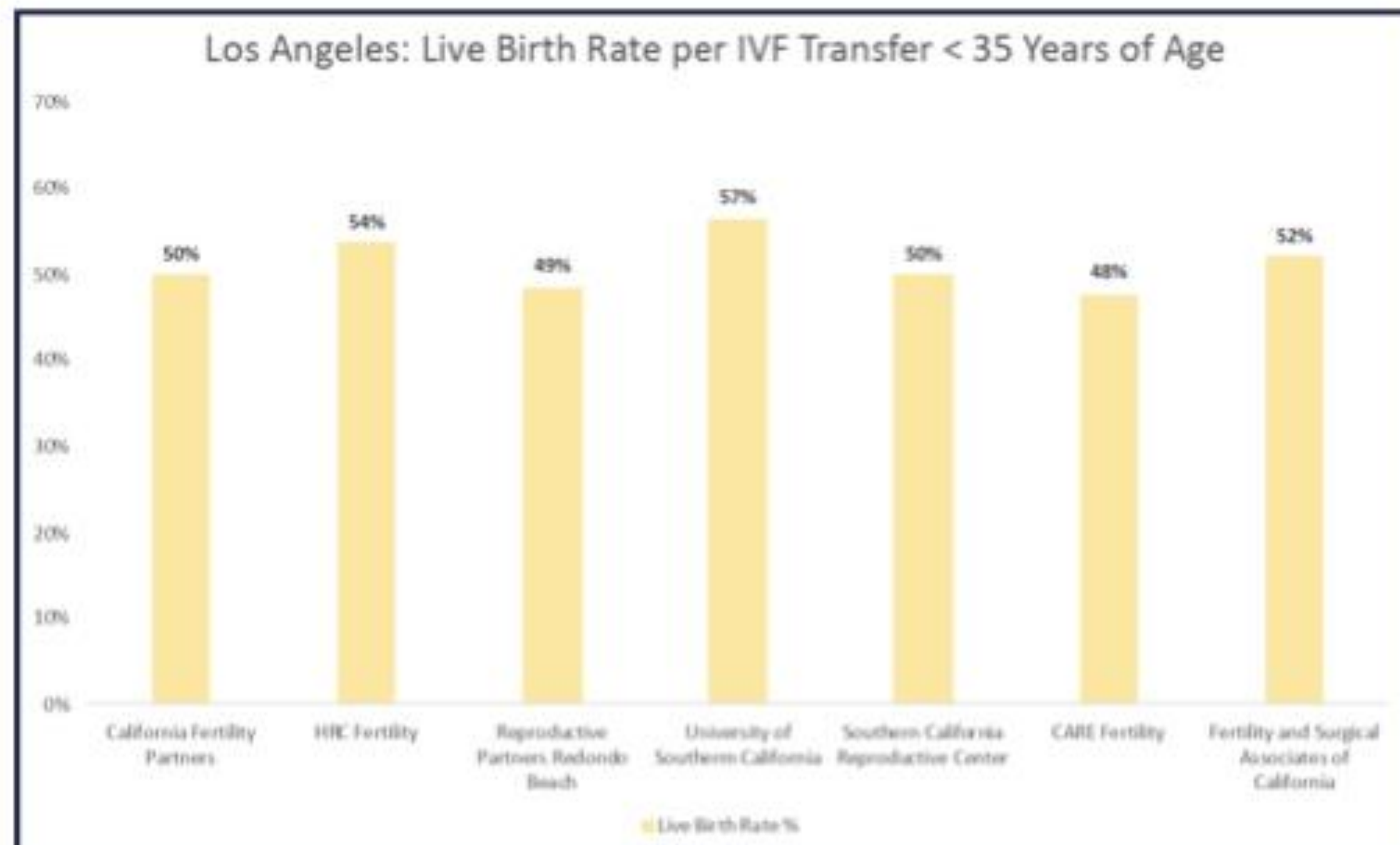


GENETIC TESTING



INCREASED STANDARDIZATION

**ADVANCEMENTS HAVE LEVELED SUCCESS.
BUT PRICING REMAINS DISPARATE.**



We control for costs.




30% less with direct purchasing.

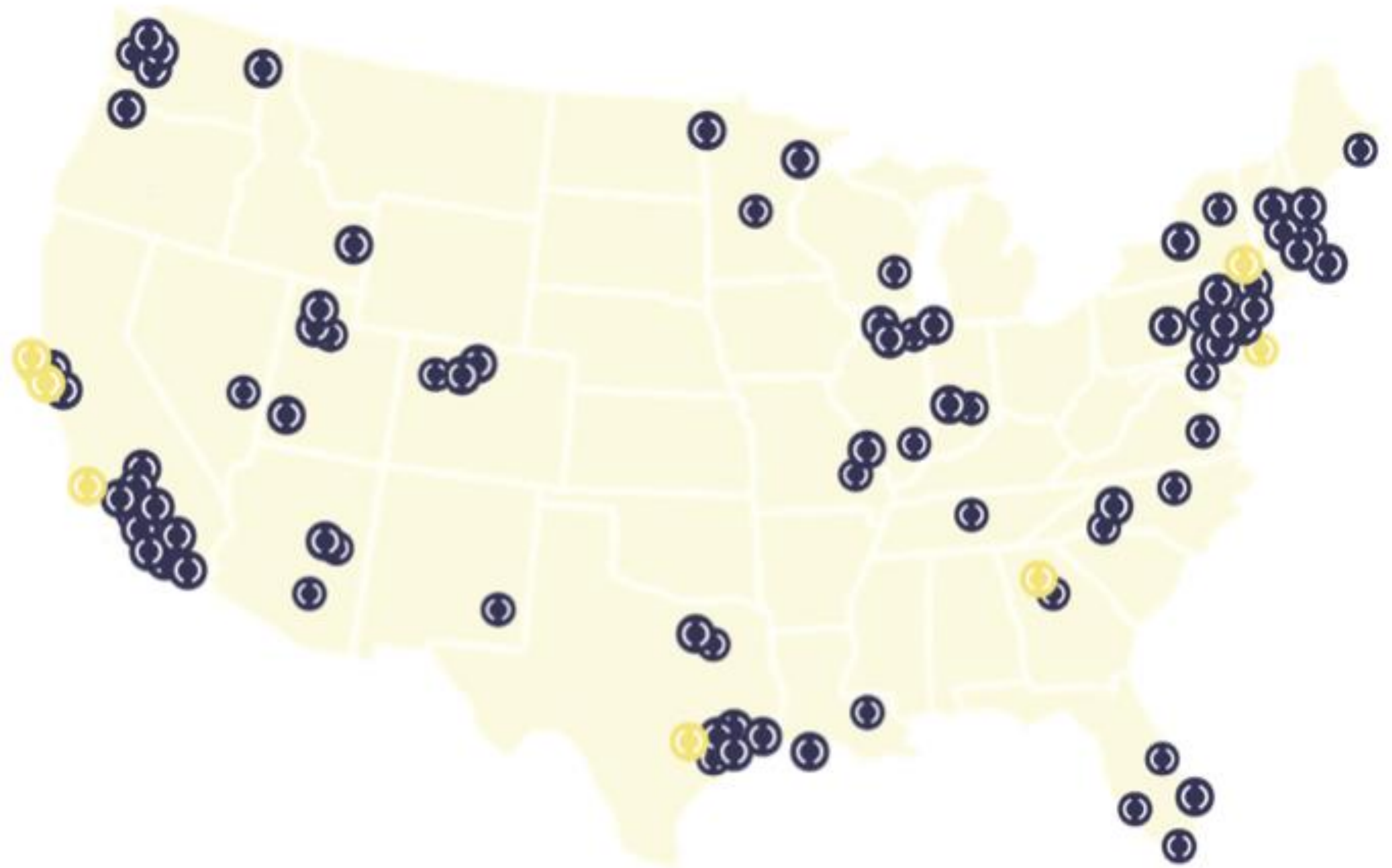
<u>Self Pay Rates</u>		
CLINIC	EGG FREEZING	IVF ³
Kindbody	\$6,500	\$17,500
Fertility Clinic 1	\$8,345	\$20,545
Fertility Clinic 2	\$8,515	\$23,433
Fertility Clinic 3	\$8,649	\$20,500
Fertility Clinic 4	\$8,750	\$24,500
Fertility Clinic 5	\$9,200	\$22,575
Discount	25%	22%

<u>Employer Rates</u>		
CLINIC	EGG FREEZING	IVF ³
Kindbody (Case Rate)	\$5,200	\$13,200⁴
Fertility Benefits Network (Case Rate) ¹	\$8,500	\$17,000
Fertility Benefits Program (FFS) ²	\$8,692	\$22,311
Health Plan (FFS)	\$8,257	\$21,195
Discount	39%	35%

1. Rates based on vendor's Effective Fertility Benefits Management
 2. Rates based on market average, vendor utilizes self-pay rates
 3. IVF includes retrieval, ICSI, transfer, and PGT
 4. Assumes 80% of patients undergo Frozen IVF (\$14,000) and 20% use Fresh IVF (\$10,000)

No gaps in coverage.

-  Kindbody Clinics
-  Kindbody Partner Clinics
-  A Global Solution



The future of healthcare is collaborative not competitive.

Our Global Solution.

Global Care Navigation & Services

EXAMPLES OF INTERNATIONAL REGULATIONS:

- **China:** IVF/egg freezing/sperm donation only legal if married
- **UAE:** Egg freezing if single but can't thaw until married
- **Ireland:** No formal legislation around surrogacy
- **United Kingdom:** IVF/egg freezing not restricted
- **Singapore:** Elective egg freezing & surrogacy are illegal
- **Hong Kong:** Egg freezing if single, but can't thaw until marriage



In sum: care in this new normal.

We standardize cost and experience.



COST MATTERS MORE THAN EVER

30%+ costs savings with Kindbody



QUALITY CARE IS ESSENTIAL

Safety and high quality care guaranteed.



EXPERIENCE IS EVERYTHING

We put our patients first. Always.

ALEND A GUIANG
Patient Navigator

HINA AHMED
Physician Assistant

kindbody

Let's do it differently.

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New York, NY 10022

Kindbody Flatiron

102 Fifth Avenue
New York, NY 10011

Kindbody Bryant Park

16 E 40th St, 2nd Floor
New York, NY 10016

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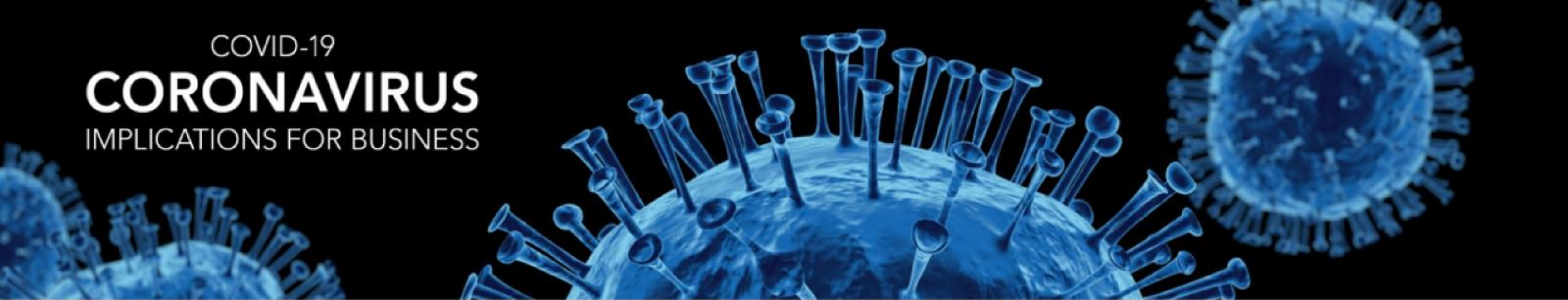
Upcoming Webcast Programming from The Conference Board

- [The Perfect Storm: COVID-19, Global Supply Chain Fragility, and the New Normal](#) (June 9 @ 1pm ET)
- [Elective Surgeries: How SISC Avoided COVID-19's Sleeping Giant](#) (June 16 @ 2pm ET)
- [Human Capital Professionals' Responses to COVID-19 Part III](#) (June 17 @ 11am ET)
- [Global Horizons Virtual: COVID-19 & The Future Of Work](#) (June 18 @ 11am ET)

[**View all of our upcoming webcast programs**](#)



COVID-19
CORONAVIRUS
IMPLICATIONS FOR BUSINESS



Want to hear more about this topic and how the spread of COVID-19 will impact business and the global economy?

The Conference Board has gathered insights and learnings from our thought leaders and member network which we hope will be helpful as you formulate, implement and manage your own crisis response.

Explore all of these resources on our website at
<https://www.conference-board.org/COVID-19>.





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A new podcast series brought to
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Human Capital Center

The Conference Board Insights podcast series helps talent executives address challenges and stay informed about current issues across the entire spectrum of human capital

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