



## 2022 Communications

Standard Motor Products  
March 2022



**progyny**  
Smarter Fertility Benefits

# 2022 Key Awareness Months

January	February	March	April	May	June
	<ul style="list-style-type: none"> <li>Black History Month</li> </ul>	<ul style="list-style-type: none"> <li>Surrogacy Awareness Month</li> <li>Endometriosis Awareness Month</li> </ul>	<ul style="list-style-type: none"> <li><b>National Infertility Awareness Week (April 24–30)</b></li> </ul>	<ul style="list-style-type: none"> <li>Mental Health Month</li> <li>Women’s Health Week (May 8–14)</li> </ul>	<ul style="list-style-type: none"> <li>Pride Month</li> <li>Men’s Health Week (June 13–19)</li> </ul>
July	August	September	October	November	December
		<ul style="list-style-type: none"> <li>PCOS Awareness Month</li> <li>Hispanic Heritage Month</li> </ul>	<ul style="list-style-type: none"> <li>Breast Cancer Awareness Month</li> <li>Pregnancy and Infant Loss Awareness Month</li> <li><b>Open Enrollment</b></li> </ul>	<ul style="list-style-type: none"> <li>Adoption Awareness Month</li> <li><b>Open Enrollment</b></li> </ul>	



# 2022 Progyny Webinar Calendar

## 1/26 Webinar: [Family Building and Your Progyny Benefit 101](#)

*Register to learn more about different ways to build your family through assisted reproductive technology (ART), how the Progyny benefit works, and frequently asked questions for anyone who's about to start or continue their family building journey.*

## 3/23 Webinar: [Navigating the Different Ways to Adopt](#)

*The adoption process can be complex, and there are many different paths to adoption. Register to learn about the adoption process, including, domestic infant adoption, foster care adoption, and international adoption.*

## 4/27 Webinar: [How Your Village Can Support You in a Family Building Journey](#)

*They say it takes a village - especially when going through a family building journey. Register to learn the different ways your village can support you, ways to express what you need and don't need, and how to keep your village close.*

## 5/18 Webinar: [Your Mental Health: Time to Give Yourself a Break](#)

*In a family building journey, sometimes we focus too much on the physical and forget to check in on how we're doing mentally. Register to learn why breaks are necessary, how to recognize burnout, and what you can do to give yourself a break.*

## 6/22 Webinar: [LGBTQ+ Family Building: Surrogacy 101](#)

*Register to learn more about surrogacy as we debunk myths and answer frequently asked questions. This webinar is being held in honor of Pride month but is open to anyone who wants to learn more about the surrogacy process.*

## 9/21 Webinar: [Infertility in the Hispanic and Latin American Community](#)

*Register to learn more about the myths and truths of infertility in the Hispanic and Latin American community, the common health conditions that are more prevalent in the Hispanic and Latin American community, and how to find support.*

## 10/19 Webinar: [Post Miscarriage: When Will it Be Okay?](#)

*A pregnancy loss is a physical and emotional rollercoaster, regardless of when it happens. Register to learn how to grieve and process, and ways to move forward.*

*Webinars may be subject to change*



# Customized Communication Resources

## Benefit Awareness Resources

- Digital postcard
- Welcome video
- Benefit overview flyer
- Member guide
- Content for your intranet

## Benefit Overview Webinar

- Member webinar that explains the Progyny benefit

## Educational Event

- Onsite or virtual event with a local provider
- Focuses on fertility education
- Introduces Progyny benefit
- Great opportunities for your ERGs

## HR Training Webinar

- Training on infertility and the Progyny benefit for your HR team

## Virtual Clinic Tour

- Virtual clinic tour for your benefits team to understand the patient experience and view an embryology lab



# Progyny Communication Action Plan

Action Item	Next Step
<b>Benefits hub/Intranet:</b> Is Progyny information listed on your benefits hub/ company intranet? What other digital content can Progyny create that would be helpful?	
<b>Benefit education:</b> Did you host a benefit overview webinar during open enrollment? Can we schedule one for Q1?	
<b>Fertility education:</b> Can we schedule an education event in Q1 or during National Infertility Awareness Week? <i>Topics include: fertility 101, LGBTQ+ family building, egg freezing, emotional support</i>	
<b>Employee Resource Groups:</b> Do you have employee groups that would like to have an educational event with one of our physicians? (E.g., LGBTQ+, BIPOC, Women's group, Moms/Dads in Waiting, etc.)	
<b>Corporate communications:</b> What communications initiatives do you have planned for 2022 that Progyny can help to support? ( <i>newsletters, themed events, etc</i> )	
<b>HR Training:</b> Can we schedule a training or clinic tour for your HR team?	



# Fertility Education Topics



# Inclusive Family Building

Progyny is committed to supporting LGBTQ+ couples and individuals and has created resources and communications for their family building journeys.

## Education Events

- LGBTQ+ fertility education event (in person or webinar) with a local REI

## Relevant Content

- Article: [Fertility FAQ for Transgendered Men and Women](#)
- Article: [Understanding the Surrogacy Process](#)
- Article: [Understanding the Adoption Process](#)
- Infographic: [LGBTQ+ Family Building](#)
- Podcast: [LGBTQ+ Family Building Series](#)
- On-demand webinar: [Donor 101](#)
- On-demand webinar: [Choosing Your Path to Parenthood: LGBTQ+ Family Building Options](#)
- Video series: [Family Building Strategies for LGBTQ+ Individuals and Couples](#)
- [More](#)

## Coming Soon

- March 2022 – Podcast: [Surrogacy Laws](#)
- June 2022 – Podcast: [Two Moms Squad](#)
- June 2022 – Webinar: [Surrogacy 101](#)



# Culturally Competent Care

Black, indigenous and people-of-color (BIPOC) face higher rates of infertility yet access care at a lower rate than non-BIPOC people. Progyny is committed to improving family-building equity and to creating targeted education and support for our diverse membership.

## Education Events

- Progyny 101 fertility education event (in person or webinar) with local REI

## Relevant Content

- Article: [BIPOC resources article](#)
- Podcast: [The Broken Brown Egg](#)
- Podcast: [Eggs over Easy](#)
- Podcast: [Cade Foundation](#)
- On-demand webinar: [Fertility and Maternal Health in the Black Community](#)
- On-demand webinar: [Infertility in the Black Community: Understanding the Health Conditions and Finding the Right Doctor](#)

## Coming Soon

- February 2022 – Podcast: [Uterine Fibroids and Fertility: Navigating the Healthcare System as a BIPOC Member](#)
- June 2022 – Webinar: [Infertility in the Hispanic and Latin American Community](#)





# Cancer and Oncofertility

Receiving a cancer diagnosis can turn someone's world upside down but understanding their fertility options from day one can make all the difference.

## Education Events

- Egg and sperm freezing fertility education event (in person or webinar) with local REI

## Relevant Content

- Article: [Oncofertility Resources](#)
- Podcast: [Oncofertility: Donor Eggs, Surrogacy, and Embracing a New Plan](#)
- On-demand webinar: [Fertility Preservation for Cancer Patients](#)

## Coming Soon

- October 2022 – Podcast: [Oncofertility: Building a Family after Cancer](#)



# Mental Health

Infertility impacts both physical and mental health. These resources complement the unlimited emotional support provided by our Patient Care Advocates.

## Education Events

- Fertility and mental health education event (in person or webinar) with local REI and mental health professional

## Relevant Content

- Article: [6 Tips on How to Find a Therapist](#)
- Video: [Partners and Pregnancy: The Importance of Support](#) expert interview
- Podcast: [Stress and Fertility](#)
- Podcast: [Supporting a Friend with Unexplained Infertility](#)
- Podcast: [#InfertilityUncovered: Infertility Support Through Progyny's Patient Care Advocates](#)
- On-demand webinar: [Prioritizing Your Mental Health During Your Fertility Journey](#)
- And [more](#)

## Coming Soon

- May 2022 – Webinar: [Your Mental Health: Time to Give Yourself a Break](#)



# Fertility Education

Each path to parenthood is unique and Progyny has many resources to help members learn more about their fertility and the many paths to parenthood.

## Education Events

- Progyny 101 fertility education event (in person or webinar) with local REI

## Relevant Content

- Article: [Frequently Asked Questions During a Fertility Journey](#)
- Article: [What Should I Expect at the Initial Consultation](#)
- Article: [How to Choose a Fertility Clinic](#)
- Infographic: [What is IVF](#)
- Infographic: [What is IUI](#)
- Infographic: [What is Egg Freezing](#)
- Podcast: [IVF in the '90s vs Today](#)
- Video: [The IVF Treatment Process](#) step-by-step guide
- And [more](#)

## Coming Soon

- January 2022 – Podcast: [How to Choose a Fertility Clinic](#)
- January 2022 – Webinar: [Family Building and Your Progyny Benefit 101](#)
- May 2022 – Podcast: [Acupuncture and Eastern Medicine](#)



# Appendix



## Subscribe to our podcast

Tune in to our podcast, This is infertility, for real stories of strength and courage in the face of infertility and hear from experts in the field.

If you have an employee that is interested in sharing their story, contact us at [thisisinfertility@progyny.com](mailto:thisisinfertility@progyny.com).

## For more resources, visit [progyny.com/education](https://progyny.com/education)

For educational fertility content including expert interviews, video tutorials, infographics, podcast episodes and more.



# This is Infertility

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