



## Family-Building Benefits that Work—for **You** and **Your Clients**



### What Vesta Does:



**Adoption**



**Foster Care**



**Surrogacy**



**Egg Donor**

Care Navigation, Advocacy, Financial Guidance, Unlimited Coaching, & 24/7 On-Demand Access

*Vesta is an inclusive, cost-effective benefit program that supports how today's families are actually built.*

**Family-building isn't a single lane. It's an entire highway of possibilities.**

When clients ask for fertility benefits, it's time to ask clarifying questions. Fertility is one small piece of a much larger landscape and true equity in benefits means supporting **all paths to parenthood**.

### If Your Clients Are Talking About . . .

- Inclusive family-building benefits
- Fertility alternatives
- Financial wellness with tangible results
- Burnout and absenteeism
- Rising fertility costs
- Employees needing more guidance
- DEIB goals and benefit equity
- "We want to be a family-first workplace"
- Multigenerational workforce needs
- Low-cost benefits with high impact
- Benefits that reflect today's families

*. . . It's time to talk about Vesta.*

### Why Consultants Choose Vesta

1

**Expand Your Offerings:** Stand out by bringing a fresh, inclusive benefit that most consultants don't have in their toolkit.

2

**Retain More Clients:** Add meaningful value that strengthens relationships and positions you as a forward-thinking advisor.

3

**Strengthen Your Advisory Role:** Help clients solve real problems—absenteeism, burnout, rising fertility costs—without blowing their budget.

4

**Align with Budget-Conscious Clients:** Offer a cost effective alternative or complement to expensive fertility programs, with measurable ROI.

### Partner with Vesta and Deliver What Clients Need

Give your clients a competitive edge with benefits that matter. Let's explore how Vesta can strengthen your portfolio.

[vestaforfamilies.com](https://vestaforfamilies.com)

# Family-building isn't just a benefit decision. It's a human one.

## Key Pain Points Vesta Solves

### Absenteeism & Burnout

Employees navigating family-building without support experience higher stress, more time off, and decreased productivity. Vesta provides the guidance they need to stay engaged.

### Stress Reduction

Financial and emotional uncertainty around family-building takes a toll. Vesta's coaching and resources reduce anxiety and help employees move forward with clarity.

### Rising Fertility Costs

By offering education and alternative pathways early, Vesta supports employees to explore all options, often reducing expensive fertility claims.

### Lack of Guidance

Employees don't know where to start. Vesta provides expert support from day one, eliminating confusion and empowering informed decision-making.



## How Vesta Differs from Other Fertility Based Solutions

- 1** **Family-building is bigger than just fertility.** Vesta is a comprehensive family-building benefit focused on **non-traditional paths**: adoption, foster care, surrogacy, and egg donation.
- 2** **Vesta fills the gap fertility platforms don't address.** While fertility benefits focus on clinical treatment, Vesta provides **guidance, education, and financial guid**—addressing the stress and cost **before** employees enter the medical system.
- 3** **Full access support through care navigation, financial guidance, unlimited coaching, and 24/7 on-demand resources.** Employees are equipped to make informed decisions at every stage of their journey.
- 4** **No overlap, no competition.** Vesta complements existing fertility benefits or stands alone as a **low-cost predictable alternative** for employers seeking scalable, long-term family-building support for U.S.-based or global workforces.

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