



Insight For Brokers

How brokers can help clients attract and retain working moms

Women and mothers are a crucial and growing segment of the employed population. Employers are looking for solutions to help attract and retain working moms, and they need their broker's help.

Kin offers an innovative and comprehensive solution that can set your firm apart from the competition. As a trusted partner to your clients you can be the first to present a best-in-class, personalized solution that working women deserve and employers are requesting.

Many organizations also struggle with understanding how to implement programs to support women returning from parental leave while meeting all federal and state requirements. Fragmented plans and benefit options only add to their confusion.

Created through a partnership between Medela and Mamava, Kin allows you to offer one solution that provides a customizable bundle of benefits for new mothers.

Women make
up **47%**
of the
workforce¹

An easy-to-offer bundled solution.



Equipment & Supplies



Resources & Education



Private Lactation Spaces



24/7 Virtual Support



Milk Shipping

The Kin program for new parents can help you:

- Provide your clients an easy-to-implement solution
- Avoid the hassle of cobbling together multiple vendor benefits
- Work with one trusted provider that knows moms best and has done the work to create a convenient, turnkey solution
- Win more business and increase your client satisfaction and retention rates

To learn how your firm can begin offering this solution today, contact Kate Roy at 815.529.6465 or email her at Kate.Roy@medela.com. Visit www.kinbenefits.com for more details.



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Why employers value and support the Kin program

Employers and HR leaders need to attract and retain women in their organizations. They are being challenged to place more women in leadership roles and foster a supportive culture. Your clients need resources to help make returning to work after baby an easier and more seamless transition for their new moms.

Kin helps employers:

• Attract and retain top female talent

- 47% of the labor force is made up of women; programs that help support working women are essential
- According to SHRM, the cost of replacing an employee can be as much as 200% their annual salary

• Keep employees engaged and loyal

- Organizations covered by the Fair Labor Standards Act (FLSA) need to comply with the Break Time for Nursing Mothers law
- Kin can help improve employees' value perception of their benefits package
- Employees whose companies provide breastfeeding support consistently report improved morale, better satisfaction with their jobs, and higher productivity²

• Provide a solution designed by leaders in the field

- Single-source solution: HR departments can save time by working with one vendor, avoiding the hassle of multiple contacts
- Easy-to-implement programs, delivered by experts in the field helps take the burden off the employer
- Kin is scalable and custom-built for each employer, delivering benefits when and how they need it

1. US Bureau of Labor Statistics, April 2021, <https://www.bls.gov/opub/reports/womens-databook/2020/>
2. The Business Case for Breastfeeding, Department of Health and Human Service, (2008)