

## Which accounts are the best fit for the Kin program?

Employer groups with any of the following characteristics would benefit from the program:

### • Progressive employer

- A focus on Diversity, Equity & Inclusion, company culture, or work/life balance
- Goal to increase employee retention, including valuable essential workers
- Goal to be known as an employer of choice
- A focus on removing obstacles and distraction to increase performance and/or sales

### • Organizations with some or all of the following:

- 1,000 employees or more with a high annual birth rate
- 50% female employee population (hourly and/or salaried), or a goal to increase the percentage of women in the workforce
- High employee replacement cost and/or highly competitive job openings
- Significant percentage of employees on salary
- Multiple workplace locations with female employees
- Lack of streamlined benefits communication strategy

## Although Kin can help businesses in almost any industry, several industries are a particularly good fit:

- Aerospace
- Finance and Insurance
- Pharmaceutical and Medical Device Manufacturers
- Public or Private Utilities and Energy
- Technology, Software and Hardware Manufacturers
- Various Professional Industries, such as:
  - Scientific
  - Engineering
  - Consulting
  - Architecture
  - Design
  - Legal

## What is the program implementation process, and how long does it take?

Kin is easy to implement with your clients. Medela will host a kick-off call to guide each client through a very simple process:

- Gathering account setup information and obtaining client signatures on contracts
- Providing customized employee communication resources
- Shipping pumps and accessories

The period from kick-off call to program initiation can take as little as several days up to a few weeks, depending on the client's speed in returning signed contracts to Medela.

## How is the program administered and billed?

All components of the program are billed directly to the employer group by Medela or Mamava. Brokers do not have any involvement in collecting or remitting payment from their clients.

## Have additional questions?

Contact: **Kate Roy** | Sales & Business Development Manager  
[kate.roy@medela.com](mailto:kate.roy@medela.com) | 815.529.6465 | [www.kinbenefits.com](http://www.kinbenefits.com)