

## Progyny Copy Templates New Year – January 2026

As we enter a new year, take the opportunity to use the copy template below to highlight your Progyny benefit to your eligible populations so they can take advantage of the great benefits you have to offer. When sharing, we recommend that you also attach the Progyny provided flyer(s).

### **Please keep in mind:**

- We highlighted what is customizable based on your specific benefit offering to be updated prior to sharing
  - Please contact your Progyny representative if you need support or additional assets
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### **1. Sample Email**

**Recommended Subject Line:** Start the year with the care you deserve: access Progyny's family building and women's health benefits

Hi team,

A new year brings new possibilities. We provide access to Progyny, a comprehensive benefit to support you through fertility and family building, pregnancy, postpartum, parenting, and peri/menopause. No matter where you are, you can lean on Progyny's 1:1 support, access to expert care, and educational resources to help you navigate your path with empathy and understanding.

### **Progyny can support you with:**

- √ Family planning & trying-to-conceive guidance and resources
- √ Coverage for fertility treatment (e.g., IUI, IVF, and more) from top specialists
- √ Pregnancy & postpartum support and a cozy pregnancy care package
- √ Parenting resources for children up to age 12
- √ Peri/menopause care from a network of specialists & ongoing coaching for symptom management

### **What care can look like:**

Progyny's team of Progyny Care Advocates (PCAs) are made up of fertility experts, nurses, and women's health experts, who can provide care navigation and emotional support.

**Not sure where to begin on your family journey?**

Progyny's care team can help you start tracking and make a plan.

**Exploring fertility support?**

Access top fertility specialists, treatment coverage (e.g., IUI, IVF), and guidance for every path to parenthood.

**Navigating the ups and downs of pregnancy or postpartum?**

Talk to specialists and nurses, get support from doulas and lactation consultants, **get help navigating leave, receive a cozy pregnancy care package,** and access a library of education.

**Balancing work, parenting, and your own needs as your kids grow up?**

Connect with parenting experts and get 1:1 support for the challenges of raising kids up to 12 years old.

**Wondering if those changes might be hormonal?**

Get guidance that starts at the first signs of perimenopause and a personalized treatment plan made just for you from a network of expert peri/menopause providers.

**Getting started with your benefit is easy. Contact Progyny at no cost to you.**

**Call Progyny at xxx.xxx.xxxx or create an account at [member.progyny.com/login](https://member.progyny.com/login).**

*Progyny is available to eligible individuals and their [spouses/domestic partners] on an eligible medical plan. There is no cost to you for Progyny's resources, including unlimited PCA coaching support and the app. If you have provider visits or receive treatment, you will have financial responsibility according to your medical insurance.*

Take care,

[Your signature]