

From the Silent Generation to Gen Z Innovations in Women's Healthcare

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Polling Code



What are the biggest challenges
you face in your role in human
resources?

Results

Goals:

1. Highlight important innovations in women's healthcare and how they can be used to reduce the cost and improve health outcomes
2. Understand the importance of offering inclusive benefits in order to recruit a diverse workforce
3. Discuss how offering menopause support can help recruit and retain talent

Background

- Data shows that this one of the the tightest labor markets in the country's history
- Recruiting and retaining talent can be very challenging
- Healthcare and other benefits are likely a deciding factor for many applicants

Let's see what generations we have here today?

- A. Not gonna say (I'm alive and here today and that's all that counts)
- B. Greatest Generation 1901-1924
- C. Silent Generation 1925-1945
- D. Baby Boomer 1946-1964
- E. Generation X 1965-1980
- F. Millennials 1981-1996
- G. Generation Z 1997-2012



Generation Z (11- 26)

What are characteristics of Gen Z?

- Ambitious
- Love to travel
- Prone to anxiety
- Use social media in a unique way
- Accepting and open minded
- Diversity and inclusion is an expectation
- Expect a job with work life balance

Generation Z

- Access to care
- Mental Health: according to the American Psychological Association, 27% of Gen Zers say their mental health is fair or poor, compared to 15% of millennials
 - Do you offer mental health services?
 - Is the mental health easy to access and built around their busy lives?
 - Do you have wellness coaches and career coaches?

Routine well women care

- Are they being educated about routine well women care because they are seeing a doctor they trust?
- Do they have a doctor that looks like them?
- Pap smear guidelines:
 - Initiation of screening at age 21
 - Every 3 years until 29 and can be every 3-5 years
 - Yearly annual exams
 - STI screening yearly <25 or more frequently for high risk populations

Gardasil Vaccine

- FDA approved in 2006, only vaccine that prevents cancer
- Gardasil 9 protects women and men from HPV (human papillomavirus)
- Causes anal cancer, cervical cancer, penile cancer, neck and oral cancer, and genital warts in males and females
- Recommended at 11-12 years old
- Catch up vaccination recommended from 13-26 and FDA approved until 45 (many insurances are covering until age 45)

Family Planning

Family Planning

- What family planning benefits does your company offer?
- Do you cover all forms of birth control?
- Do you cover egg freezing? Embryo freezing? Adoption and surrogacy?
- Does your company support employees in whichever way they choose to build their family or not build their family?

Birth control

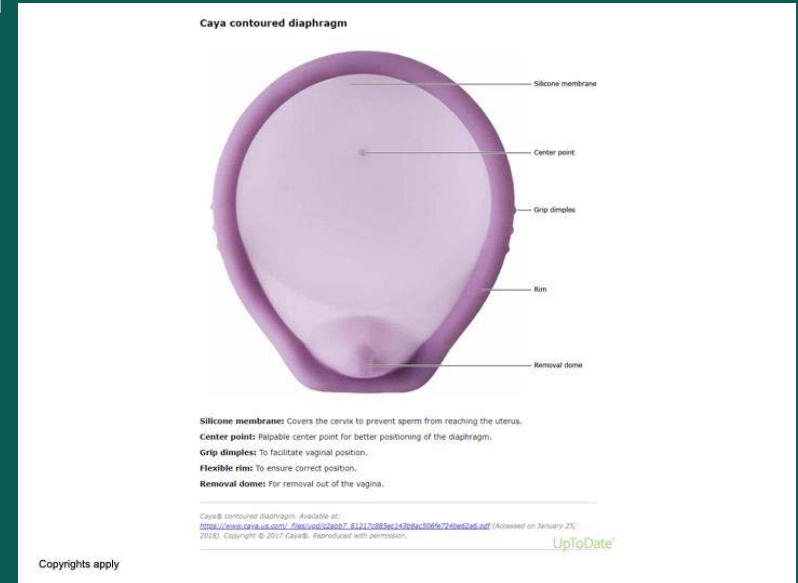
- **IUD (intrauterine device)**
 - **Greater than >99% effective at preventing pregnancy and completely reversible**
 - **IUD is the most commonly used method of reversible contraception worldwide**
- **Mirena is now approved for 8 years**
- **Paragard (non-hormonal) approved for 10 years**

Phexxi (non-hormonal)

- On demand vaginal contraceptive
- A vaginal pH regulator gel containing lactic acid-citric acid-potassium bitartrate
- Insert the contents of 1 prefilled applicator vaginally immediately before or up to 1 hour before intercourse
- Failure rate is 20% for typical use and 18% for perfect use

Caya (diaphragm)

- The diaphragm is a reusable contraceptive device consisting of a soft dome-shaped cup with a flexible rim
- Use with a water based spermicide
- One size fits all, requires a prescription
- Failure rate:
 - 12% with "typical" use
 - 6% with "perfect" use



Continuous Birth Control?

Millennials (27- 42)

What are characteristics of millennials?

- $\frac{1}{3}$ of the workforce, therefore play an important role in the US economy
- Want transparent and flexible leadership
- Influential in the workplace
- Confident in technology
- Fickle in the workplace; will job hop if unsatisfied
- Gallup says they cost 30.5 billion annually in turnover cost
- Want to work for a company that cares about their wellbeing

In fertility/Subfertility

Infertility/ Subfertility

- No pregnancy after 1 year in women <35 years old and 6 months >35
- Most pregnancies occur during the first six menstrual cycles of attempted conception
 - 30% chance of getting pregnant each month
 - 80% of couples will get pregnant within the first 6 months
 - 85% of couples will get pregnant within 12 months
 - 50% of remaining couples will go on to get pregnant at 36 months on their own
 - 5-7% of the remaining couples will go on to get pregnant at 48 months on their own

Infertility

- 1 in 8 Couples struggle with infertility in the U.S
- Infertility is 30% male factor, 30% female factor, 30% unexplained, 10% is a combination of factors
- \$12-25K average cost for IVF treatment (per cycle)
- \$15K-25k average fertility costs covered by employer benefits if covered

Egg Freezing/Embryo Freezing

- **Fertility starts declining at 32 and the number of menstrual cycles that result in live birth declines dramatically as women age**
 - 54% <34
 - 40% 35-37
 - 25% 38-40
 - 12% 41-42
- **Cryopreservation is a tool that provides oocytes or embryos for future use**
- **Embryos appear a little more sturdy**
- **30-37 is the ideal age for cryopreservation**

Surrogacy & Adoption

Adoption

- What support or services does your organization offer employees going through the adoption process or surrogacy process?
- Cost of Adoption:
 - Domestic infant adoption through an agency: \$20,000 to more than \$45,000
 - Independent domestic infant adoption (also known as identified adoption or self match): \$15,000 to more than \$45,000
 - Adoption through a public agency (aka foster care, which is more typical with non-infants): \$2,000 (which is often subsidized)

Surrogacy

- **“Traditional Surrogacy”**
 - **Woman who provides the egg also carries the baby**
- **“Gestational Surrogacy”**
 - **Embryos are created with eggs and sperm from the intended parents (or from donors) and then implanted into the surrogate’s uterus**
 - **More common because the surrogate has no genetic tie to the baby**
- **Cost can range from 30,000-100,000 or more**

Maternity

Michigan Data (March of Dimes 2022)

- **D+ Preterm birth rate**
 - 10.6% preterm birth rate
 - 6.5 infant mortality rate/100,000 live births (US is 5.4)
 - 14.8 preterm birth rate in Black women (59% higher than all other women)
 - Detroit F preterm birth rate at 15.1%

How does Michigan rank in maternity outcomes?

- **Michigan maternal mortality rate: 19.1 per 100,000 birth (23rd in the nation)**
 - **Arkansas has highest at 43.5**
 - **Mississippi 43. (go back and forth)**
 - **California 4.0**
 - **Massachusetts 15.1**
 - **Florida 39**
- **28.1% C-section rate for low risk patients (US 26.3%)**
- **80% of maternal deaths are considered preventable**

Menopause

Menopause

- 6000 women reach menopause each day in the US
- 13.4% women reported experiencing at least one adverse work event due to menopause symptoms
- 10.8% reported missing work in the last year. (Mayo clinic)
- 1.8 billion annual cost to the US economy due to missed work days due to menopause
- 18% of women had not pursued a promotion as a result of menopausal symptoms
- 44% of women felt they didn't have enough support from their employers

Menopause: The problem

- Lack of providers trained to provide evidence based education and treatment for menopause
 - 50% of US counties do not have a single OB-GYN
 - Only 20% of OB-GYN residency programs offer formal menopause training
- 85% of women will experience symptoms during perimenopause, and women of color are more like to experience worse symptoms for longer periods of time.
- Women often feel dismissed by their providers or are told to “tough it out”
- Studies show that only 44% have discussed their symptoms with their doctor (NYT)

Menopause

- Average age of menopause is 52
- Common symptoms include: irregular periods, hot flashes, night sweats, difficulty sleeping, mood symptoms, heart racing, night sweats, mental fog, joint pain, vaginal dryness or pain, decreased libido
- 80% women experience hot flashes, but only 20% women seek medical care for the hot flashes

HRT (Hormone replacement therapy)

- Systemic HRT delivers medicine throughout the entire body with estrogen and progestin
- The goal of treatment is use the lowest dose possible for the shortest amount of time to relieve symptoms
- Estrogen treats the hot flashes and night sweats and progestin protects the uterine lining

HRT risk

- Slightly Increased risk of blood clots
- Slightly increased risk of breast cancer
- Slightly increased risk of stroke
- Decreased incidence of colon cancer
- Decreased incidence of hip fracture
- All cause mortality- 5 fewer deaths/1000

Contraindications to HRT

- History of breast cancer
- Heart disease
- Prior blood clot or stroke
- Active liver disease
- Unexplained vaginal bleeding

Non-Hormonal Treatments

Veozah

- Oral, non hormonal medication that received FDA approval in May to treat moderate to severe hot flashes caused by menopause
- Veozah decreased hot flashes by 93% compared to 46% in the placebo group in clinical trials
- Risks of Veozah include elevated liver enzymes and it is recommended to check liver function before starting and at 3, 6 and 9 months
- NK3 receptor antagonist

Non-hormonal medications

- **Herbal formulations**
 - Black cohosh
 - Evening primrose oil
- **Gabapentin/Neurontin**
- **Effexor**
- **Paxil**
- **Clonidine**