

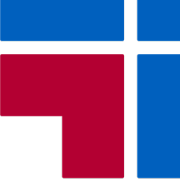
Before we begin...

1. The webinar is **recorded and transcribed** and will be sent as a follow-up and available on our website.
2. Please drop questions into the chat and we'll reserve the last **5-10 minutes to answer questions.**



Agenda

- ✚ Cobalt Benefits Group and JoinHealth
- ✚ Introductions
- ✚ Client Benefits with Carrot
- ✚ Carrot
 - ✚ Outcomes
 - ✚ Member journey
 - ✚ Cobalt – Carrot Partnership
 - ✚ What to expect





Three Brands. One Mission.



Blue Benefit Administrators of Massachusetts (BBA) is a TPA for self-funded health plans and wholly owned subsidiary of Blue Cross Blue Shield of Massachusetts.



Comprehensive Benefits Administrators (CBA Blue) is a TPA for self-funded health plans and wholly owned subsidiary of Blue Cross Blue Shield of Vermont.



Employee Benefit Plan Administration (EBPA) offers self-funded health plans, dental plans, and ancillary solutions.



OUR VISION

To be the foremost **advocate** for clients, brokers, and employees – setting the **standard for value** within the third-party administrator market.

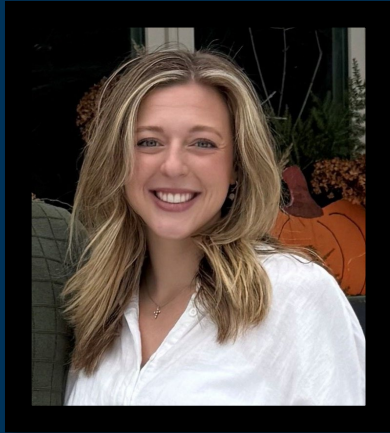


OUR MISSION

Optimize member health and experience by delivering **cost-effective**, **tailor-made** benefit programs through a **data-driven** and **service-oriented** approach.

Introductions

Delivering Value Through Partnership: Carrot
Fertility and Cobalt Benefits Group



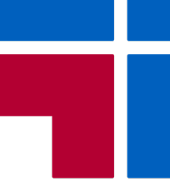
Sydnie Goltz
Product Manager
*Cobalt Benefits
Group*



Olivia Reed
Account Executive
Carrot



Marin Daniels
**Customer Success
Manager**
Carrot



Care that Works, Spending that Matters

Unlock how **high-quality** care, smart **cost-containment**, and meaningful engagement strategies come together **to elevate the member experience**—and strengthen your bottom line.

Value of our partnership



Streamlined
Implementation



Seamless Integration



Easy Contracting



Marketing &
Engagement

CARROT

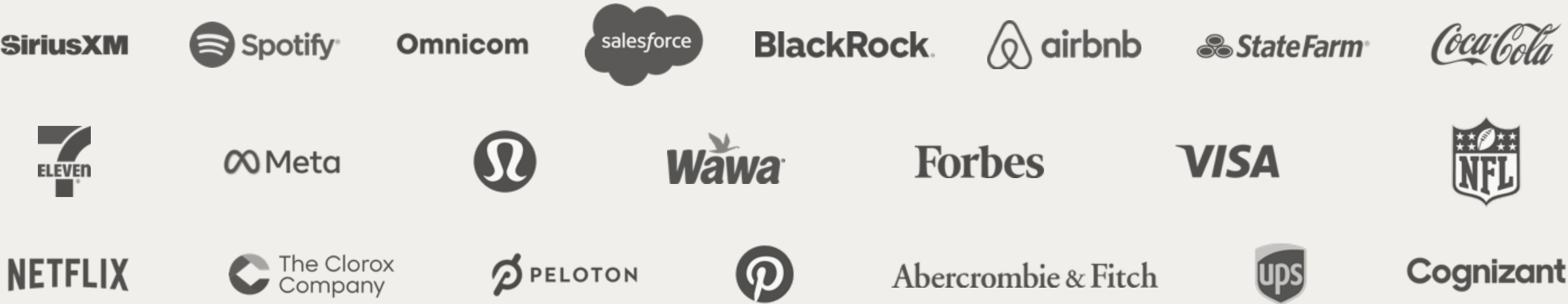
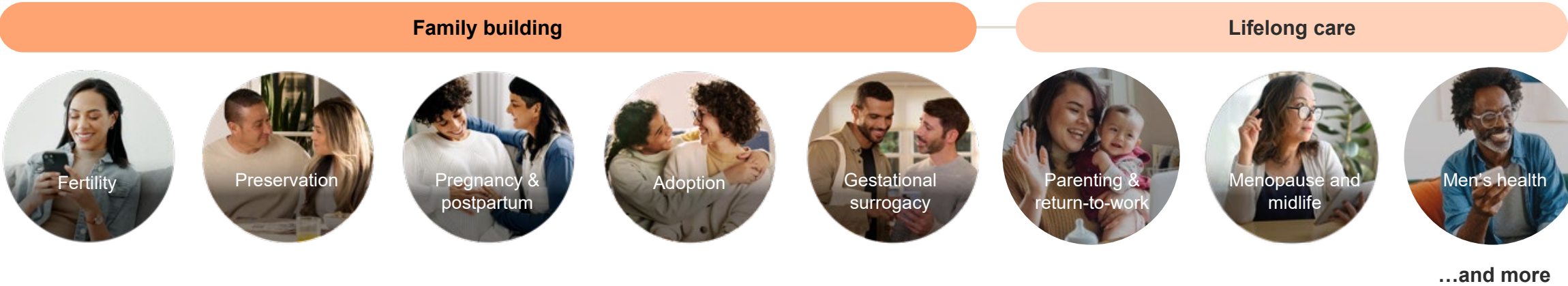
Q&A

To get started, contact your Cobalt Benefits Group Account Executive today!

Scan the QR code for more details or [click here](#) to download the resource.



Carrot is the global leader in fertility, family-building, and hormonal health benefits



Our one-of-a-kind clinical approach delivers meaningful savings

Crafted from industry-leading standards

—————→ **to deliver real cost savings**

—————→ **and proven ROI**



Medical savings

- ▶ Avoided preventable care
- ▶ Lowered cost of care

Business savings

- ▶ Faster return to work
- ▶ Reduced turnover
- ▶ Improved absenteeism

4:1 ROI

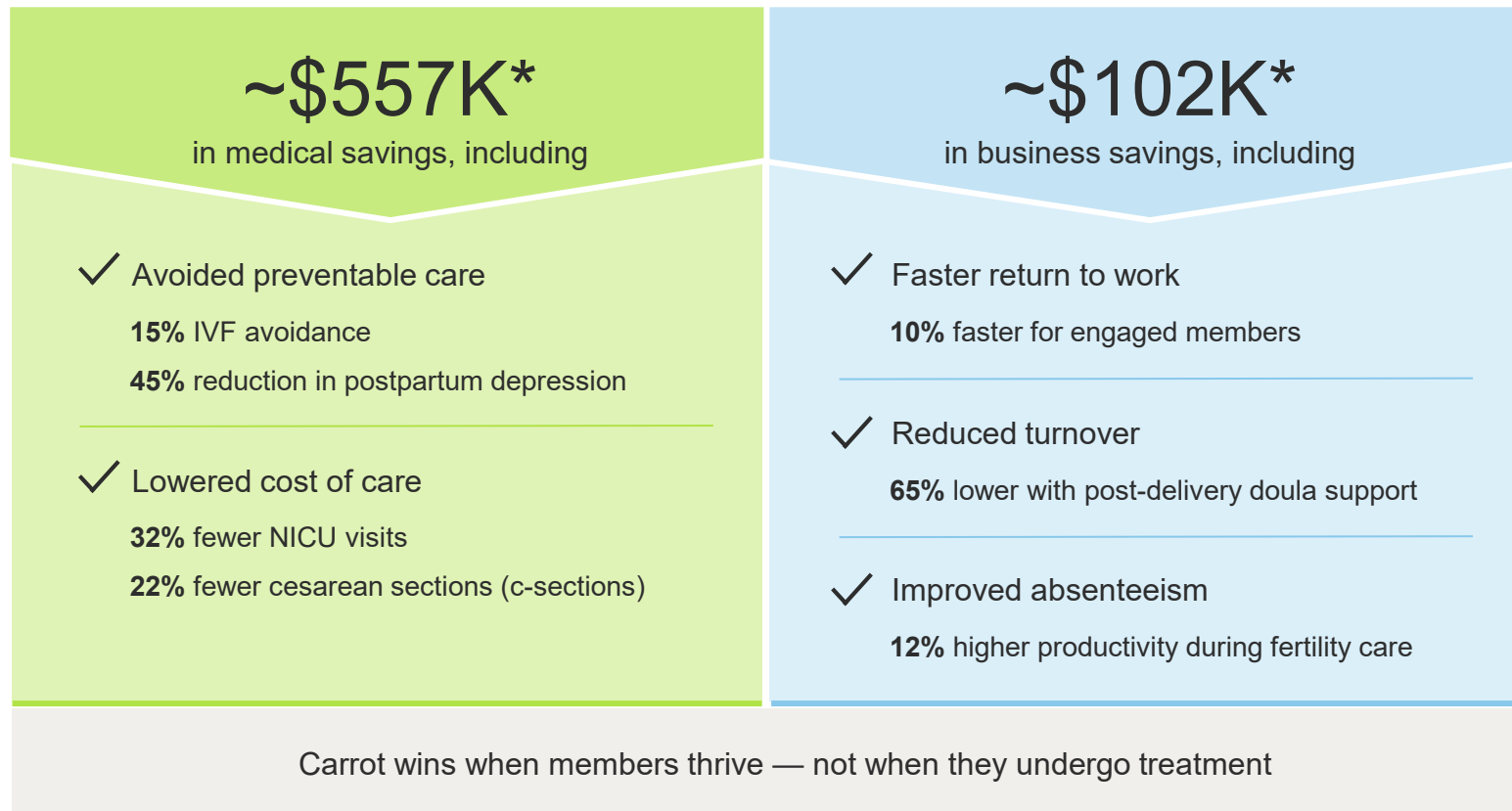
✓ **Improve outcomes**

✓ **Simplify your benefits**

✓ **Strengthen your workforce**

IMPROVE OUTCOMES

Better care for employees, better results for your clients



Chloe
Carrot member



*Assumes an eligible population of 5,000

*Outcomes reflect Carrot's general book of business. More detailed projections will be provided using organizational-specific demographic information.

Expertly designed to tie every action to measurable results

Carrot influences the key drivers of outcomes

through personalized support

delivering quantifiable impact



Care sequencing



Provider quality



Member preparedness

Your Specialists



Mary Riddle, PhD

Book again



Andrea Glover, LCSW, PhD

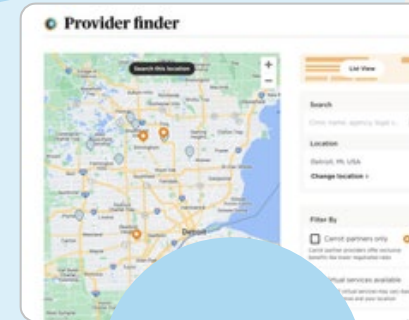
Book again

High touch
expert
guidance

Proactive
education



Provider
steerage



Improved outcomes

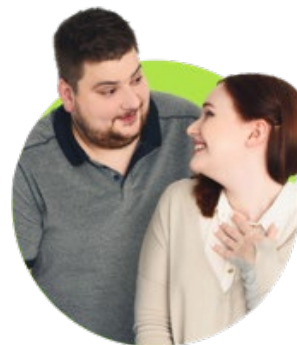


Medical savings



Business savings

Member journey



TRYING TO CONCEIVE
Dallas, TX

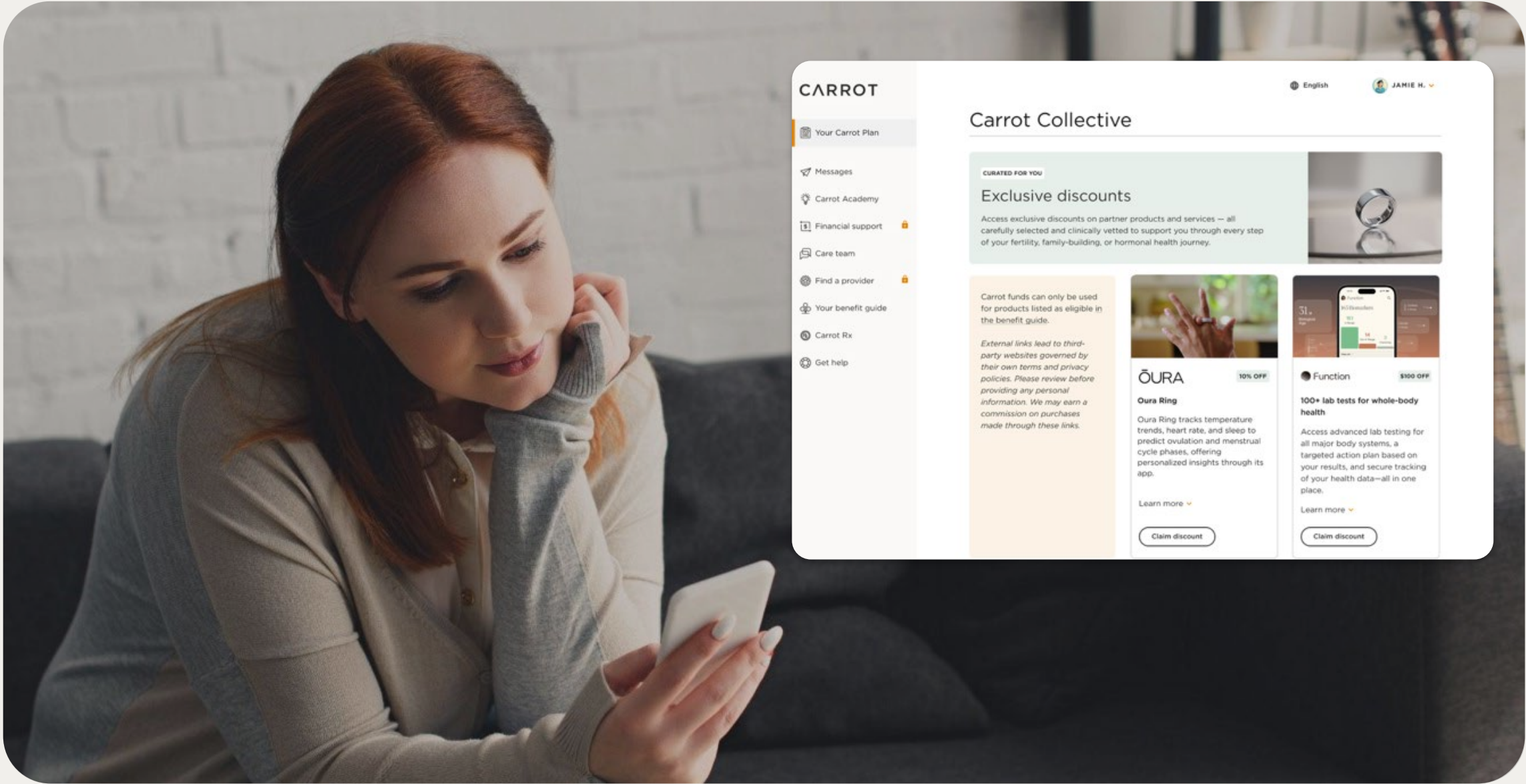
Jamie and Dan

Overweight + diagnosis of endometriosis

On journey with a partner

Diagnosed with diabetes

Dan wants to learn more about his fertility



CARROT

Your Carrot Plan

Messages

Carrot Academy

Financial support

Care team

Find a provider

Your benefit guide

Carrot Rx

Get help

English

JAMIE H.

Carrot Collective

CURATED FOR YOU

Exclusive discounts

Access exclusive discounts on partner products and services — all carefully selected and clinically vetted to support you through every step of your fertility, family-building, or hormonal health journey.

Carrot funds can only be used for products listed as eligible in the benefit guide.

External links lead to third-party websites governed by their own terms and privacy policies. Please review before providing any personal information. We may earn a commission on purchases made through these links.



ŌURA

10% OFF

Oura Ring

Oura Ring tracks temperature trends, heart rate, and sleep to predict ovulation and menstrual cycle phases, offering personalized insights through its app.

Learn more

Claim discount



Function

\$100 OFF

100+ lab tests for whole-body health

Access advanced lab testing for all major body systems, a targeted action plan based on your results, and secure tracking of your health data—all in one place.

Learn more

Claim discount

Messages

JAN 12

How does this benefit work?

TODAY

You 1:32 PM

Hi there, I would like to learn more about the Carrot benefit. I am trying to get pregnant and have a few health factors including being overweight and diabetic.

Care Team 1:41 PM

Hi Jamie! My name is Breonna and I am your dedicated Carrot Companion. I suggest looking at your [digital benefits](#) guide to learn more about our metabolic-fertility program, Sprints.



Breonna

Carrot Companion

Schedule call

English

JAMIE H.

Your benefit guide

Get started

Support

Provider eligibility

Pharmacy

Additional at-home care

Metabolic-fertility health

Ovulation tracking

Ovarian reserve and wellness testing

Sperm health

Virtual menopause clinic

Local resources

Metabolic-fertility health

Carrot designed Sprints to help members and their partners overcome challenges tied to their metabolic-fertility health.

Backed by clinic research and curated by experts, our hyperpersonalized daily program helps promote healthy habits in four key areas that affect fertility: nutrition, movement, sleep, and stress management.

Get started

Sprints highlights

Download the sprints app to access:

Daily guidance and support

Educational chats with metabolic health experts

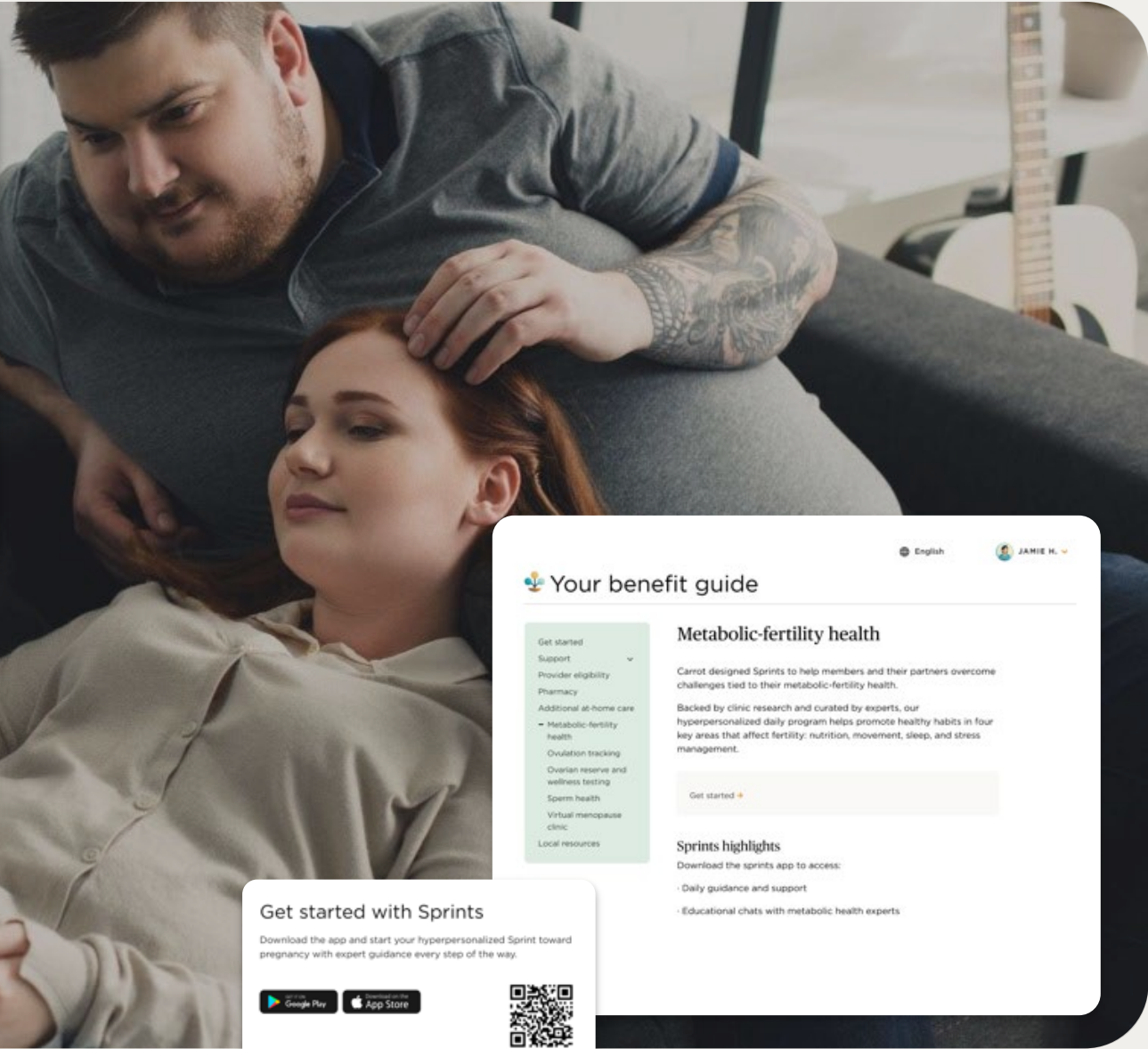
Get started with Sprints

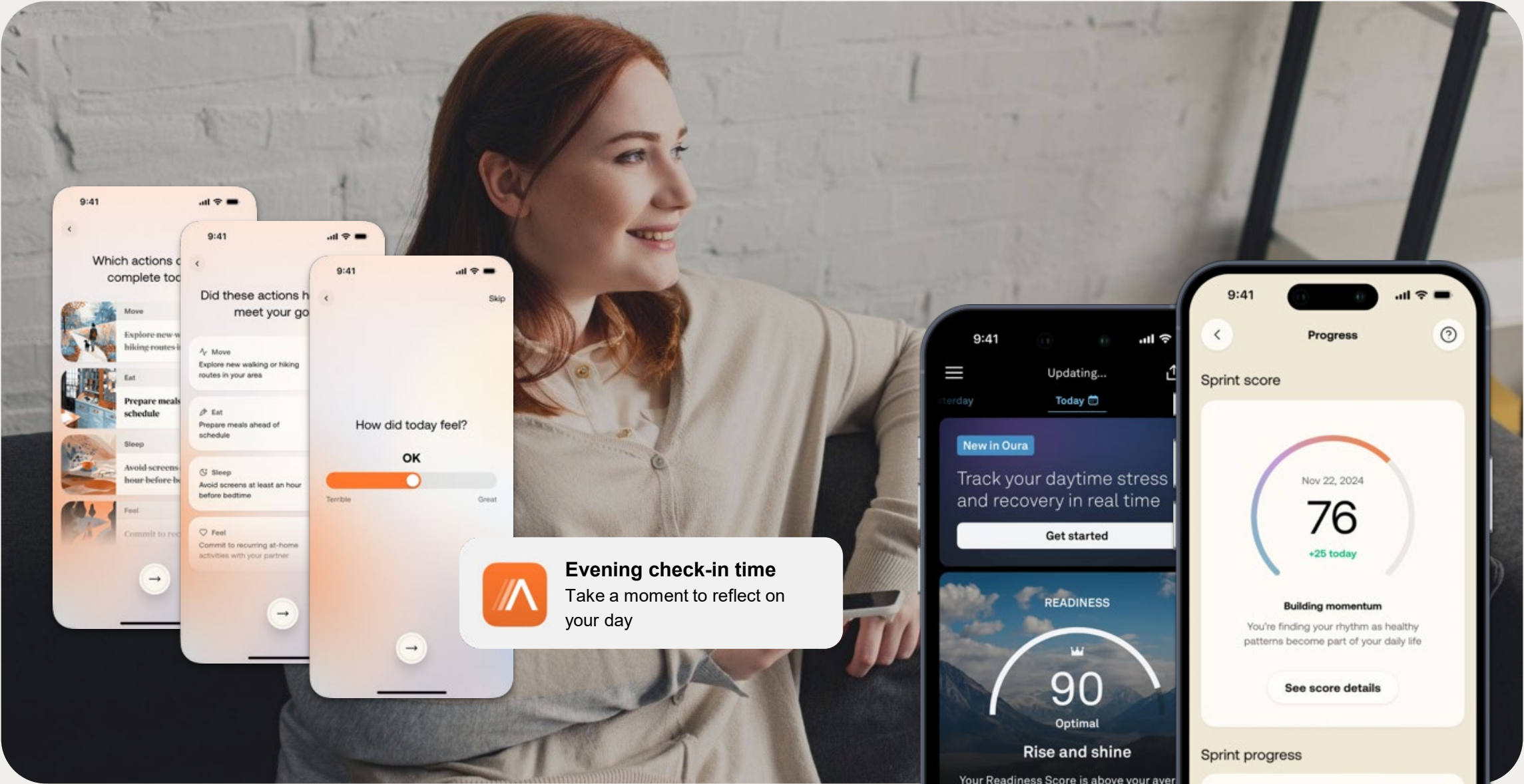
Download the app and start your hyperpersonalized Sprint toward pregnancy with expert guidance every step of the way.

Get it on Google Play

Download on the App Store

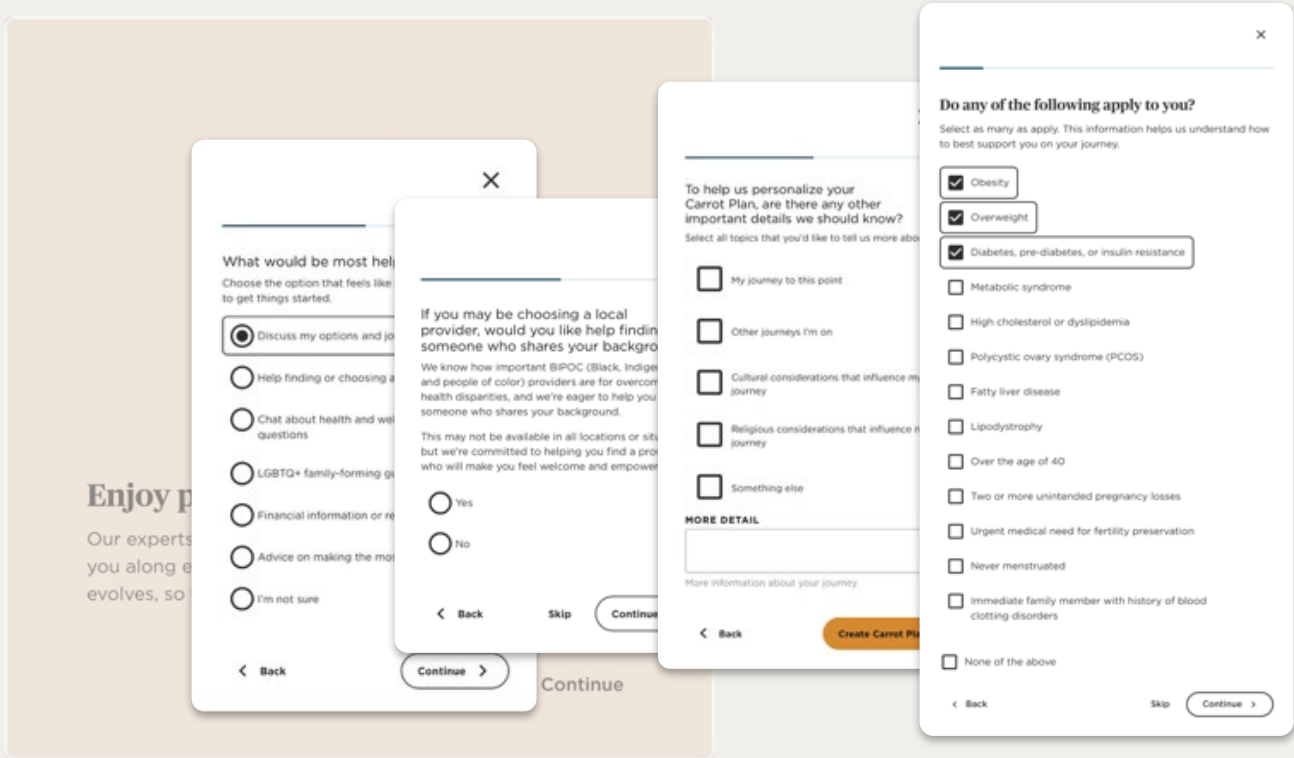




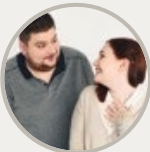
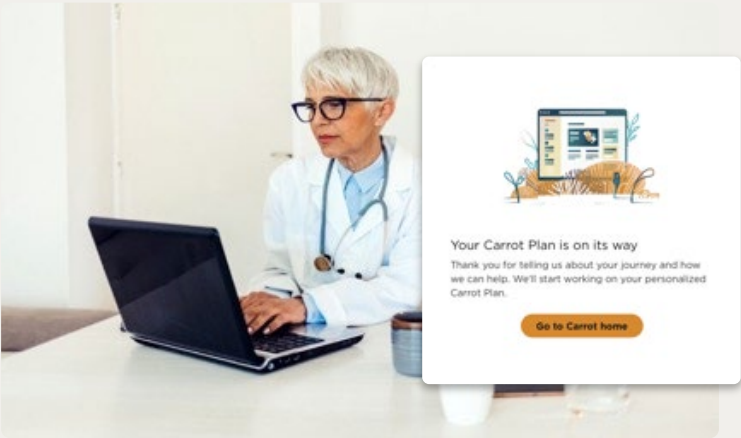


Evening check-in time
Take a moment to reflect on your day

Carrot Plan discovery questions



Reviewed and curated by experts

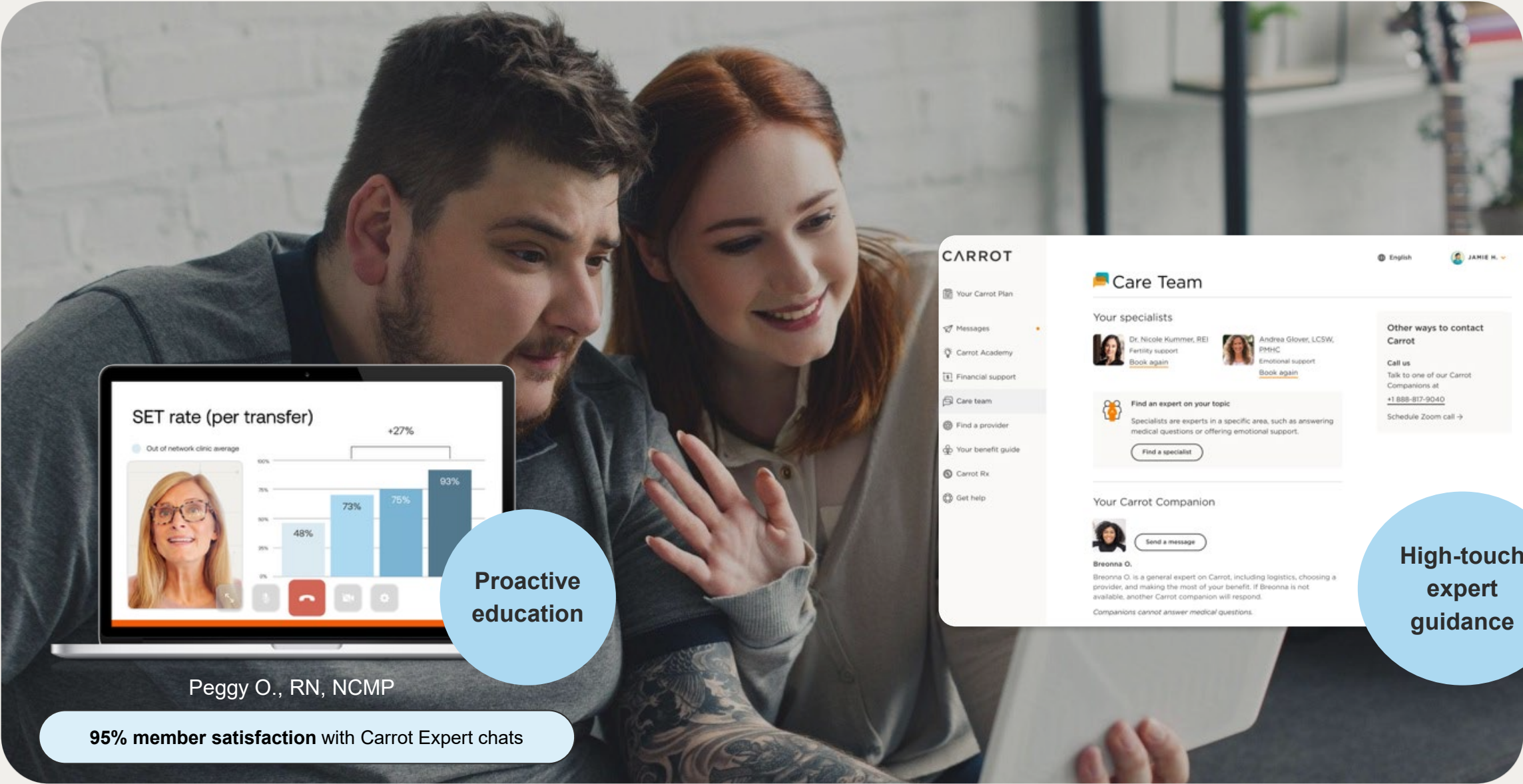


Jamie and Dan

Your journey: **Trying to get pregnant** | [Change journeys](#)

Your Carrot Plan ⓘ

- ☐ Check-in on your Sprints journey >
- ☐ Activate your Carrot Card and learn about paying for care >
- ☐ Order an at-home sperm analysis kit >
- ☐ Chat with a medical expert about pre-pregnancy health >
- ☐ Contact the Cobalt Customer Support team regarding your benefit coverage >



Peggy O., RN, NCMP

95% member satisfaction with Carrot Expert chats

CARROT

English

JAMIE H.

Your Carrot Plan

Messages

Carrot Academy

Financial support

Care team

Find a provider

Your benefit guide

Carrot Rx

Get help

Care Team

Your specialists

Dr. Nicole Kummer, REI
Fertility support
Book again

Andrea Glover, LCSW, PMHC
Emotional support
Book again

Find an expert on your topic
Specialists are experts in a specific area, such as answering medical questions or offering emotional support.
Find a specialist

Your Carrot Companion

Breonna O.
Send a message
Breonna O. is a general expert on Carrot, including logistics, choosing a provider, and making the most of your benefit. If Breonna is not available, another Carrot companion will respond.
Companions cannot answer medical questions.

Other ways to contact Carrot

Call us
Talk to one of our Carrot Companions at
+1 888-817-9040
Schedule Zoom call →

High-touch expert guidance

Your journey: **Assisted reproduction (e.g., IUI or IVF)** | [Change journeys](#)

Your Carrot Plan ⓘ

- ☒ Talk to a Carrot fertility expert about single embryo transfer and IVF >
- ☐ Contact your PBM for pharmacy support >
- ☐ Explore a guide: Getting started with IVF >
- ☐ Join a group session: Emotional challenges of IVF >
- ☐ Video: How to do a follistim injection >

English

JAMIE H. ▾

Your benefit guide

Get started

Support ▾

Fertility preservation

Fertility care

Donor assistance

Gestational surrogacy

Adoption

Pregnancy and postpartum

Newborn care and parent support

Menopause

Low testosterone

Gender-affirming care

Health Plan information

Pharmacy

Additional at-home care ▾

Health Plan information

Health Plan information

Below are additional resources available to you through your health plan.

Blue Benefit MA Member Portal

Access the member portal for commonly requested forms, access to your claim history, reimbursement account balances, provider network listings, and other useful information.

Visit <https://www.bluebenefitma.com> or click [here](#) to access the portal.

Cobalt Call Center

Cobalt support with questions regarding your benefit coverage, medical bills, and other general questions.

Blue Benefit MA 877-707-2583 x3

Cobalt Case Management

Cobalt support with questions regarding your infertility treatment plans, approval status, or appeal process

Blue Benefit MA 877-707-2583 x6

Provider steerage

Your Carrot Plan ①

☐

Contact the Cobalt Customer Support team regarding your benefit coverage

>

...

☐

Consider an ovulation tracker

>

...

☐

Contact the Cobalt case management team

>

...

☐

Contact your PBM for pharmacy support

>

...

☐

[Find an in network fertility provider on the member portal](#)

>

...

CARROT

Your Carrot Plan

Messages

Carrot Academy

Financial support

Care team

Find a provider

Your benefit guide

Carrot Rx

Get help

English

JAMIE H.

Get reimbursed

Financial support

Available funds

REMAINING ANNUAL

\$1,195

REMAINING LIFETIME

\$11,195

USED

\$8,805

OF EXPENSES

9

Deductible applies

Activity

NEEDS ATTENTION

TYPE	SUBMITTED ON	STATEMENT
	Jun 25 \$424.00 Please upload a statement by Jul 15	
	Jun 18 \$4,050.00 Additional information required	

PENDING

TYPE	SUBMITTED ON	STATEMENT
	Jun 07 \$1,004.03 In progress	
	May 31 \$134.63 In progress	

Carrot Card

Out of pocket

Carrot Card

ACTIVE

Your card is now active. Learn about how it works and what to do if a transaction is declined.

How to use your Carrot Card

Report lost or stolen card

Need help with your benefit?

What's eligible under my benefit?

How do I request a reimbursement?

More questions?

Talk to Carrot

UPLOAD STATEMENT

Upload itemized statement(s)

We can accept .jpg, .jpeg, .png, .pdf, .HEIC, .doc, .docx, .txt, .xlsx, and zip files up to 30 MB.

What should my statement include?

Drag and drop files here

Add files

ABOUT THE EXPENSE

What is this expense related to?

If you're not sure, choose the option that fits.

Fertility care

Menopause

Low testosterone

Adoption

Gestational carrier arrangement

Fertility preservation

Fertility care

Pregnancy and postpartum services

Gender-affirming care

Something else

GET REIMBURSED



You're all set

We've received your reimbursement request and will review it within five business days. We'll notify you as soon as it's approved or if any additional information is needed.

Close

 Your benefit guide

English

JAMIE H.

Get started

Carrot funds

Coverage

Provider eligibility

Pharmacy

Additional at-home care

Local resources

Pharmacy

About Carrot Rx

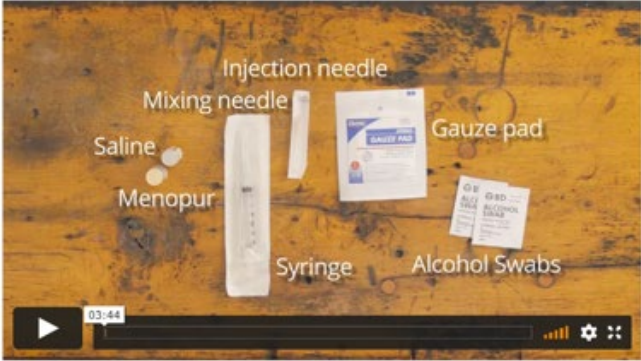
Carrot Rx delivers fertility medications, as well as supplements and vitamins recommended by a provider for your fertility or family-forming journey. With Carrot Rx, you get:

Significant savings on fertility medications

In addition to discounts, Carrot Rx delivers enough medication for 1-2 weeks of your cycle at a time. This means you don't have to purchase medication for an entire cycle at once, reducing cost and waste.

Carrot Academy > Preservation > Preparing for egg retrieval

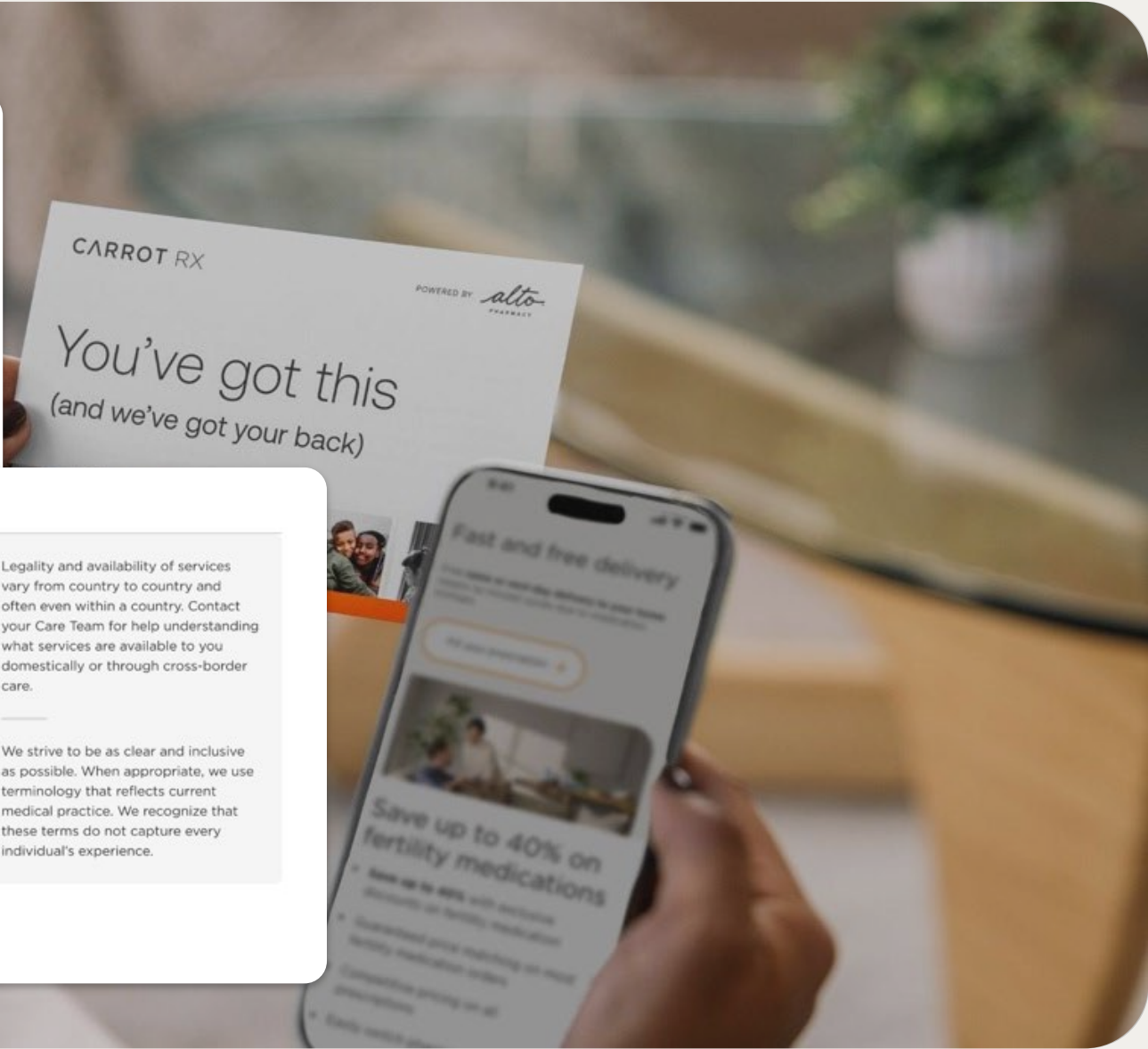
How to do a Menopur injection



03:44

Legality and availability of services vary from country to country and often even within a country. Contact your Care Team for help understanding what services are available to you domestically or through cross-border care.

We strive to be as clear and inclusive as possible. When appropriate, we use terminology that reflects current medical practice. We recognize that these terms do not capture every individual's experience.



Your journey: **Pregnancy** | Change journeys

Your Carrot Plan ⓘ

- ☐ Congratulations! Learn more about your pregnancy benefits through Carrot >
- ☐ Explore a guide on the first trimester of pregnancy >
- ☐ Talk to a Carrot doula >
- ☐ Find a top-rated OB/GYN >
- ☐ Read: Picking a birthing provider and location >

 Provider finder

This list of providers is for informational purposes only. While these doulas meet Carrot's certification requirements, we do not endorse them, guarantee their availability, or recommend their services. Always check your [benefit guide](#) to ensure the care and services you are seeking from a doula are covered.



Provider type

Doulas

Doula services

Select service

Doula's name

Search

Location

Laura Fortner - North Dallas Doula Associates

Dallas, Texas 75226

(214) 484-1737

[Email](#)[Website](#)

11 mi

BIRTH

Mariana Fouts - North Dallas Doula Associates



Choose your OB/GYN with confidence

Finding the right OB/GYN makes a difference. We simplify this step by connecting you with top-quality care nearby.

Best match

Dr. Brittney Anders, MD

0.4 mi • 3600 Gaston Ave, Ste #150, Dallas, TX

Carrot partner

(214) 515-9001

[Visit website](#)[Directions](#)[Give feedback on this match](#)

Request appointment

See next match

Carrot Academy > Pregnancy & postpartum > Preparing for pregnancy

GUIDE

Choosing a birth location and providers

Birth locations and providers play a critical role in the labor and delivery experience, but many people don't fully understand their options. In this guide, we'll help you identify your priorities and find the best fit.

Get started

You'll explore:

- What to look for in a hospital or birth center
- Types of healthcare professionals who care for pregnant people
- How to choose the right birth team for your needs

Compare your options

As you move through this guide, capture your preferences and weigh the pros and cons of different options to make informed decisions.

English

JAMIE H.

Carrot Academy > Pregnancy and postpartum > Health and wellness

Search Carrot Academy

High-risk pregnancy

Several factors can impact whether or not a pregnancy is considered high risk, including age, health conditions, and any complications that arise. High-risk pregnancies usually result in safe deliveries when closely monitored by a healthcare provider.

Age

Pregnancies occurring before age 20 or after age 35 are more often associated with high blood pressure, early labor, and low birthweight. Pregnancies after age 35 also carry increased likelihood of:

- Prolonged labor or delivery complications
- Cesarean birth
- Genetic or chromosomal disorders in the fetus, which may prompt additional testing

Legality and availability of services vary from country to country and often even within a country. Contact your Care Team for help understanding what services are available to you domestically or through cross-border care.

We strive to be as clear and inclusive as possible. When appropriate, we use terminology that reflects current medical practice. We recognize that these terms do not capture every individual's experience.

Your Carrot Plan ⓘ

☐

Your Carrot Plan ⓘ

☐☐

Your Carrot Plan ⓘ

☐☐

☐ Read "Menopause and mental health" >

☐☐

☐ Talk to a menopause expert >

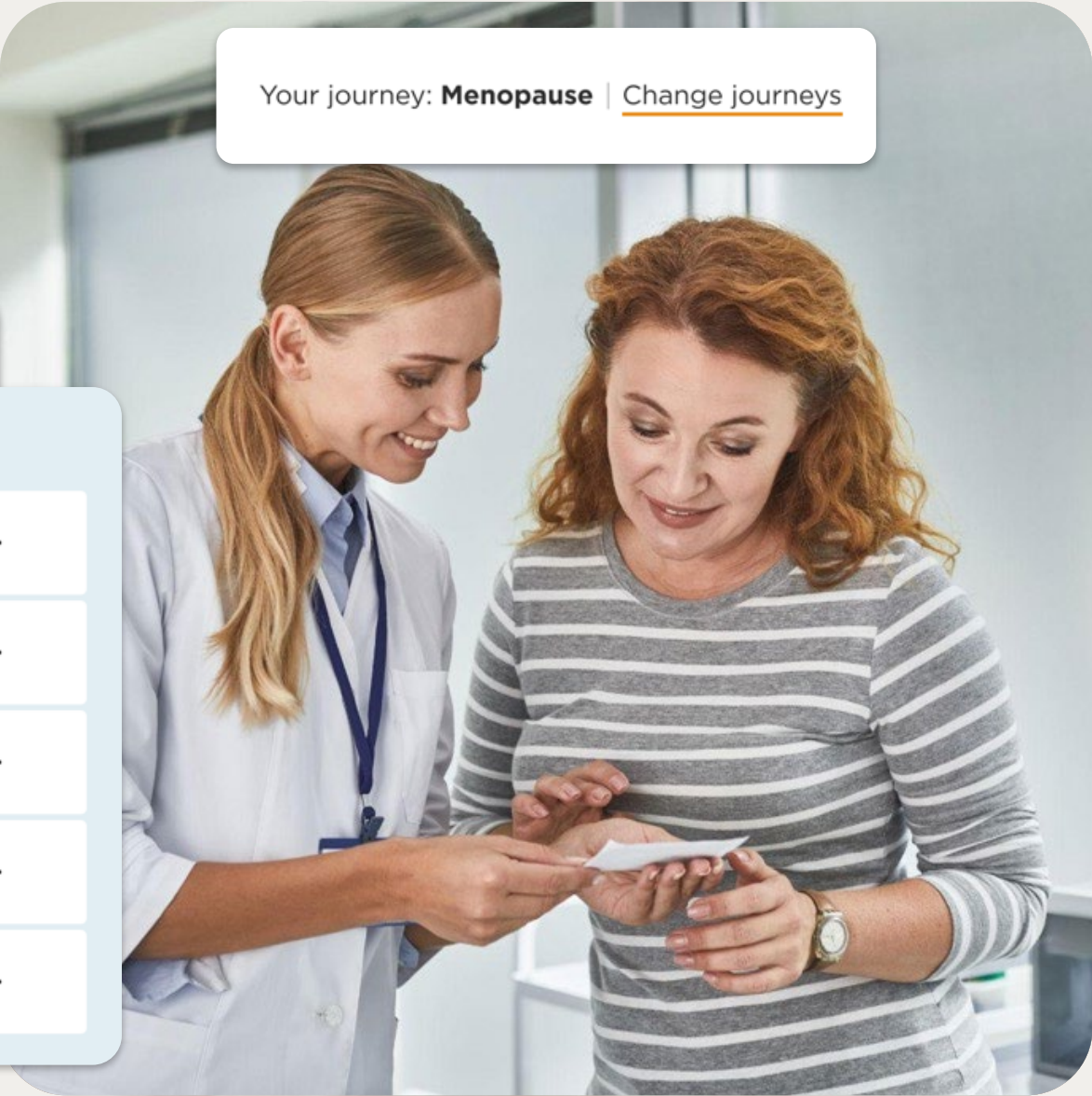
☐☐

☐ Watch "5 tips to improve sleep" >

☐ Receive care from Carrot's virtual menopause clinic >

☐

☐ Find an in-person menopause provider >



Journey spotlight: Hormonal Health **Menopause**

Support for members along the entirety of their lifelong hormonal health journey

Support for:

- Perimenopause
- Menopause
- Hormone therapy
- Virtual hormone therapy and menopause-related prescriptions



Education

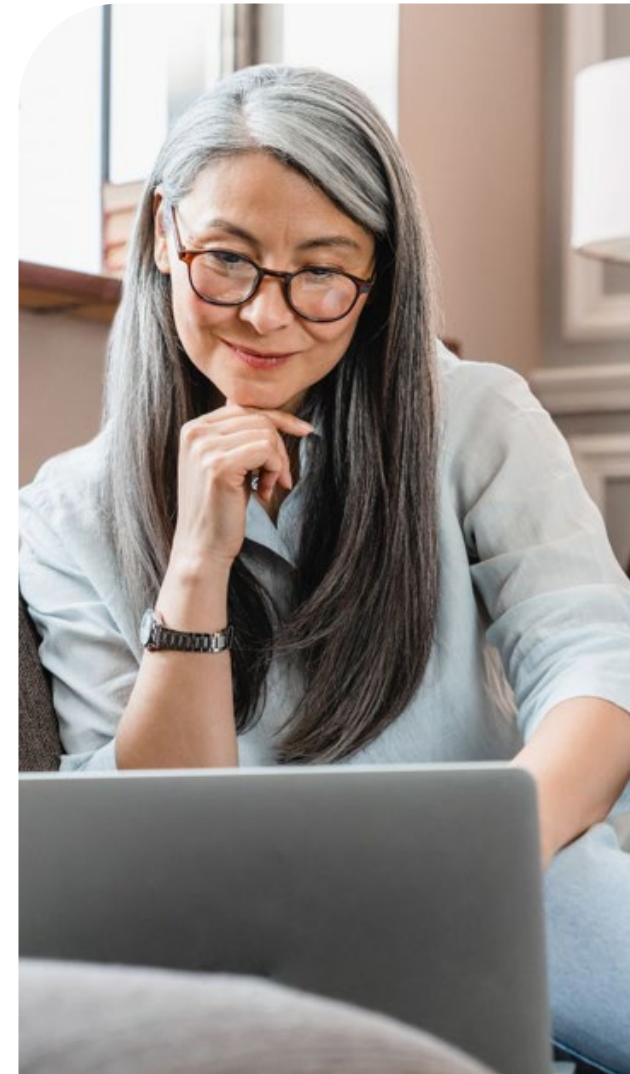
- ✓ Menopause basics
- ✓ Wellness and menopause
- ✓ Early menopause
- ✓ Menopause and fertility
- ✓ Managing symptoms
- ✓ Menopause at work
- ✓ Hormone therapy and treatments



Carrot Experts

- ✓ Menopause experts
- ✓ Emotional support experts
- ✓ Pelvic health specialists
- ✓ Reproductive healthcare specialists
- ✓ Expert-led group sessions

Access to Carrot discounts including: cooling mattress toppers, limited supplements, Embr bracelet for vasomotor symptoms



Education:
Carrot Academy



In-the-moment guidance:
Carrot Companions
and Carrot Experts



Provider Steering:
Carrot Match



All-inclusive financial
enablement: Carrot Card



Concierge medication
management: Carrot Rx



Compliance and tax
protection

SIRIUSXM CASE STUDY

Don't just take our word for it

Thanks to SiriusXM's vision and leadership to invest in better family-building care for their employees, the organization and its workforce have seen success in several critical areas:

**32%**

achieved pregnancy without IVF

**11**

reduction in number of IVF cycles

**Zero**

multiple births

**\$2.1M**

(and counting) in cost savings

“

“Since we implemented Carrot, we’ve had 388 births at the company. That’s exciting for our employees, and good for humanity.”

— Alon Sendowski,
Associate Director of Benefits,
SiriusXM

Cobalt - Carrot partnership plan design

Journeys supported

Fertility preservation

(i.e. freezing eggs, sperm, or embryos for future use)



Adoption



Fertility care

(i.e. actively trying for a pregnancy, IVF, IUI)



Parenting

(0-12 years old)



Gestational surrogacy



Menopause and low
testosterone



Pregnancy and postpartum



Gender affirming care

For adults



Feature options at client level

Carrot Rx



Carrot Card /
Financial benefit



Two solution packages

	Core	Pro
Unlimited access to Carrot Academy, Carrot Experts, and Carrot Companions for all journeys	✓	✓
Custom Carrot Plans & care navigation for all journeys	✓	✓
At-home technology Precision ovulation trackers, fertility and wellness tests, discounts	✓	✓
Sprints metabolic fertility program	✓	✓
Telemedicine for menopause	✓	✓
Carrot Provider Finder	✓	✓
Carrot Rx Supplemental to PBM for discounted cash-pay rates, expedited delivery, & 24/7 pharmacist support	Optional	Optional
Financial Reimbursement on select non-medical journeys Adoption / Surrogacy / Pregnancy & postpartum doulas	×	✓
Carrot Card	×	Optional

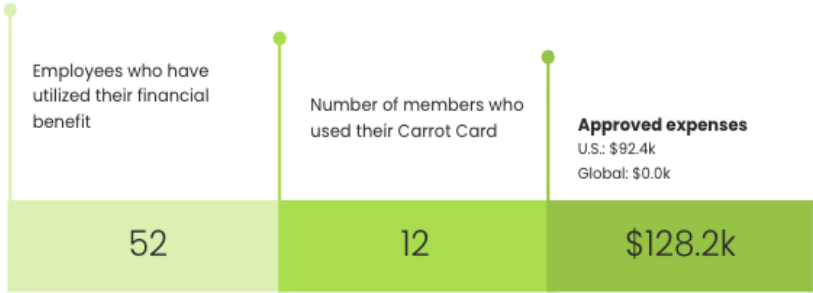
Robust Quarterly and Ongoing Reporting

The impact of your employees' activity

 Education	Jan - Dec 2025	Pre - Carrot Plan	Post - Carrot Plan
Benefit Guide views	304	✓	✓
Library content views	75	✓	

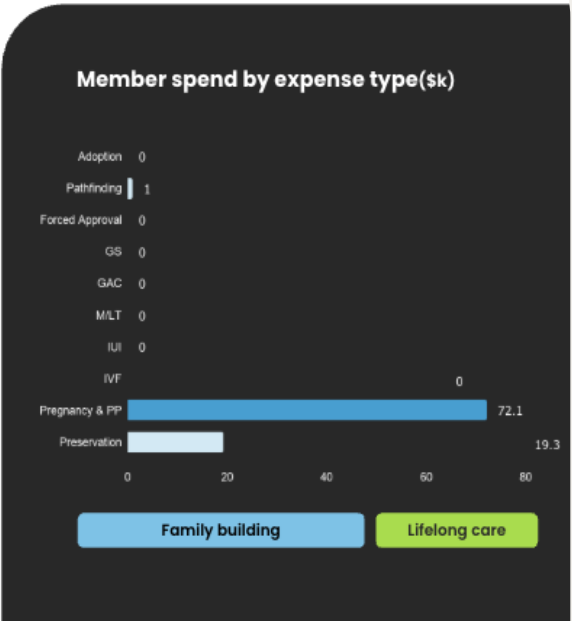
 In the moment guidance	Jan - Dec 2025	Pre - Carrot Plan
Expert chats	34	×
Group Sessions Scheduled	5	×
Unique 1-1 support messages	412	✓
Benefits chats	80	×
phone calls	52	✓
SET chats	3	×

Jan - Dec 2025 Executive summary — financial



Members submitted expenses related to:

Pathfinding 1 \$1.0k	IUI 0 \$0k	Adoption 0 \$0k	Gestational surrogacy 0 \$0k	Pregnancy & postpartum 7 \$72.1k
Preservation 5 \$19.3k	IVF 0 \$0k	GAC 0 \$0k	Menopause and low T 0 \$0k	Forced approvals 0 0k



Carrot - Cobalt partnership solution

Carrot's flexible, robust benefit supports your client's recruitment and retention needs, improves employee engagement and satisfaction, and controls healthcare costs.

Carrot + Cobalt supported sales process

- Significantly discounted pricing
- Custom ROI analyses
- Customized, co-branded communications and launch kits
- Easy contracting via an order form at client level

Seamless, turn-key implementations

- Two robust packages options for plan sponsors
- Seamless eligibility integration and onboarding process
- Eligibility managed by Cobalt
- No IT resources required for employer groups
- Case rates billed as claims

Ongoing, dedicated support

- Dedicated Carrot Team for implementation
- Dedicated Customer Success manager for ongoing program management
- Quarterly client level reporting
- Detailed monthly employer taxation reporting, when applicable

The difference between checking the box and changing the game

Does your solution:

Typical vendor

Carrot

?

Provide clinical, expert-led care across all journey – not just IVF

X



?

Engage members early and often to optimize care and avoid unnecessary spend

X



?

Combine multiple data sources to show real outcomes

X



?

Prevent unnecessary treatment, not just route members to providers

X



?

Show client-specific outcomes and measurable ROI, not projections

X

