

PAVING THE WAY FOR PAID PARENTAL LEAVE

A MULTI-SPECIALTY MEDICAL GROUP CASE STUDY



Numerous states have enacted legislation providing paid family and medical leave programs across the country. As the prevalence of state programs has increased, frustrations surrounding inadequate leave benefits for new parents have also grown. Many multi-specialty medical groups want to support clinicians welcoming new children into their families by implementing a paid parental leave program, but they are not sure how to get started, nor how to fund such a program.

One of our large multi-specialty medical group practice clients in the Pacific Northwest faced this problem. Over the past year, we guided them through the process of developing, funding, and successfully implementing a paid parental leave program.

WHY DEVELOP A PAID PARENTAL LEAVE PROGRAM?

When surveyed about their benefits, many of the client's clinicians stated that existing programs were not supportive of new families. Clinicians had to exhaust their leave benefits before they were ready to come back to work. Members of the group's HR team also noted they routinely encountered new parents that felt they did not have enough time with their families.

After receiving the feedback, the client was committed to providing better support for new parents. However, they were not sure how to fund a paid parental leave program or how to integrate this benefit with their current disability and

leave policies, as well as state or federal family and medical leave programs.

Once they established that a paid parental leave program was a key corporate objective, we began developing a road map to help them deliver.

FUNDING & IMPLEMENTING A PAID PARENTAL LEAVE PROGRAM

We participated in focus groups and meetings at every level of the organization in order to understand each stakeholder's position, which allowed us to form a strategy that met as many needs as possible. We also performed an exhaustive analysis of the client's existing programs, reviewed their raw leave data, and analyzed industry benchmarking data to identify viable program modifications that would create more bonding time for new parents.

Based on our analysis, we were able to restructure other aspects of the client's benefit programs and use the savings to fund a new paid parental leave benefit. The benefit was designed to supplement their existing programs and integrate with any state and federal leave laws.

The new program was also nuanced, and its implementation needed to be broken down into small actionable steps. We supported the program implementation in partnership with the client to ensure key milestones were met and the benefit would be available to clinicians on the communicated effective date. Together, we also developed a plan to clearly communicate benefit changes to clinicians and eliminate confusion.

CREATING MEANINGFUL BENEFIT PACKAGES

Within a year, we helped our client develop, fund, and implement a fully integrated paid parental leave program. This benefit affords birth parents and non-birth parents an additional three weeks of paid time to welcome a child into their families, while simultaneously preserving more of the employee's sick leave.

In turn, this valuable program helps the client elevate their benefits offering and attract and retain top physician talent. We're proud to partner with multi-specialty medical groups to create meaningful benefit packages that are a win for their organization and their clinicians.

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