


FY25 Launch Kit: Coming soon announcement - Pro

Purpose: To generate excitement about Carrot before the program is launched, we recommend sharing this copy. This copy can be used in internal newsletters, Slack, and other similar internal channels.

Instructions: Please remove the bulleted journeys (in the “get support with” section) that are not in your plan design.

 **Coming soon!** We’ve partnered with Carrot to provide Priority Health members with inclusive hormonal health, fertility, and family-building benefits — **including funds to help pay for eligible care.**

With the Carrot benefit, get support with:

- Perimenopause and menopause
- Low testosterone (low T)
- Infant care and parenting (ages 0-12)
- Pregnancy and postpartum
- Fertility health and wellness (e.g., hormone testing, trying to get pregnant)
- Preservation (egg, embryo, or sperm freezing)
- Assisted reproduction, like IVF and IUI
- Adoption
- Donor assistance and gestational surrogacy
- Gender-affirming care

What’s next? Stay tuned for more details on how to sign up for Carrot and explore the resources and support available, at no cost to Priority Health members.