

# Empowering Parents

## Parental Leave Planning Insights Supported with Digital Tech Solutions

August 6<sup>th</sup>, 2025  
1:30 – 2:30pm



AUGUST 4-7 • WASHINGTON, DC

# Today's Speakers



**Breanna Scott**

**Sr. Product Manager – Paid  
Statutory Leave**  
New York Life Group Benefit  
Solutions



**Chengchen (CC) Li**

**Founder and CEO**  
Penguin Benefits

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# Agenda

**01** | Current state of parental leave in the workplace

**02** | Understanding the needs of expecting parents

**03** | Challenges for Employer/ Human Resources

**04** | Technology as part of the solution

**05** | What digital leave planning tools should provide

**06** | Measurable benefits and business impact

**07** | Best practice takeaways

**08** | Q & A



# Where the U.S. Stands on Parental Leave

When it comes to paid parental and medical leave, the U.S. remains an exception—not the norm

174

countries offer paid medical leave—and nearly all provide more than four weeks

In contrast, the U.S. offers no federally mandated paid leave for medical or maternity needs—only unpaid, job-protected leave through the FMLA, established in 1993

186

countries offer paid leave to new mothers—but only one offers fewer than four weeks

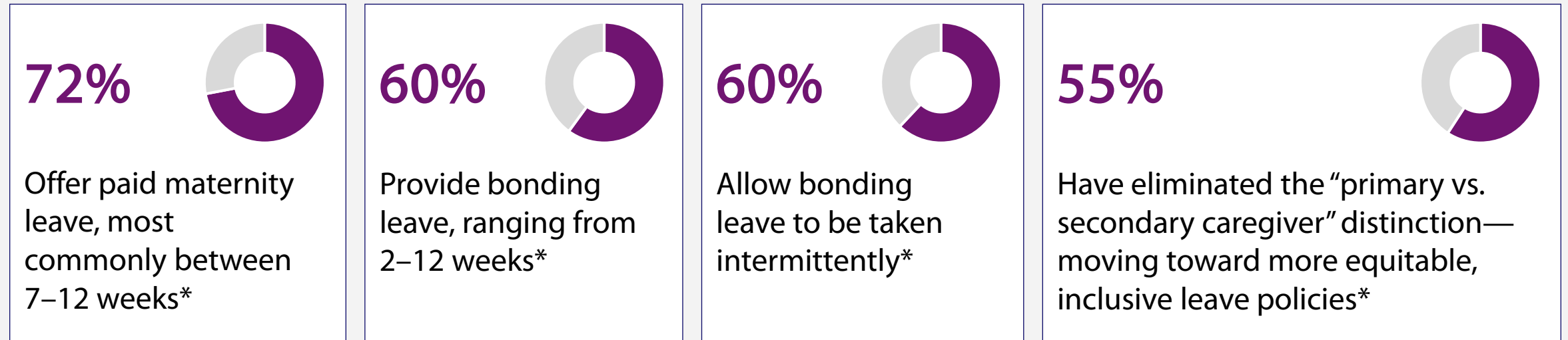
With no federal action, individual states have stepped in, passing their own paid family and medical leave laws

As of 6/1/2025. <https://www.nytimes.com/2021/10/25/upshot/paid-leave-democrats.html#:~:text=Of%20the%20174%20countries%20that,University%20of%20California%2C%20Los%20Angeles>.



# How Employers are Stepping Up

In the absence of federal requirements, many employers are expanding parental leave benefits to stay competitive—and to better support their people



Employers are recognizing that meaningful parental leave isn’t just a benefit—it’s a business advantage

\*As of 6/1/2025. Marsh McLennan Agency. (2024). Absence, Disability, and Leave (ADL) Benchmarking Report – Spring/Summer 2024.  
<https://www.marshmma.com/us/insights/details/absence-disability-leave-benchmarking-report-2024>







# Parental Leave is a Big Moment

Welcoming a child is a major life event—with lasting personal and professional impact

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And, with overlapping federal, state, and employer policies, planning leave can be confusing

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This is a chance for employers to build trust and support employees when it matters most



# What Expectant Parents Really Need



What our research revealed:

Top questions they're asking:



**How long** can I  
take leave?



**How much** will  
I be paid?



**How do I** file a claim or  
start the process?

What they're thinking & needing:

Prefer to **plan privately** with easy, on-demand tools

Want to **understand as much as possible** before talking to HR or a manager

Hope to **prepare in advance** — complete as much as possible before child arrives, with an understanding of next steps



# Where Parents Get Stuck: Common Confusion Points

## What our research revealed:



### Job protection vs. wage replacement

Many don't understand the difference—or that one doesn't guarantee the other



### Stacking vs. concurrent benefits

Overlapping policies create confusion about how benefits interact



### Who pays for what?

Parents often don't know if their benefits come from the employer, insurer, or state



### Missed filing steps

Some are unaware that they must file multiple claims—especially for state benefits



### "It seemed simple at first..."

Many assume leave will be easy to navigate—until they're in it. Then comes the stress and regret they didn't plan earlier





# Challenges for HR Teams and Employers



## Managing a maze of leave policies

HR teams juggle overlapping federal, state, and employer-specific rules—often with limited tools



## Staying compliant is a moving target

Evolving state laws make it hard to stay current—and mistakes can lead to risk



## Manual communication slows everything down

HR spends too much time answering the same questions and chasing paperwork



## Inconsistent guidance = employee frustration

When answers vary, trust breaks down—and misuse or missed benefits can follow



# More Challenges for HR Teams and Employers



## Keeping everyone aligned and informed

It's hard to ensure employees and managers know where to find the most current, accurate information

## Information overload for HR

Teams want employees to learn the basics first—through tools and brochures—before reaching out with questions

## Limited understanding of company policies

Many employees struggle to grasp their own company benefits—which adds to the complexity



# How Technology Makes a Difference — for Employees



**Integrated**

Brings disjointed information together in one place



**Personalized**

Delivers only what's relevant—based on the employee's unique situation and timeline



**Confidential**

Supports private planning before the employee is ready to talk to HR or a manager



**Digestible**

Translates complex policies into clear visuals and easy-to-follow steps



# How Technology Makes a Difference – for HR teams



**Manage complexity  
with structure**

- Too complex to memorize—HR teams shouldn't be walking encyclopedias
- Scattered notes and documents are hard to maintain
- Structured tools help track policies and requirements reliably



**Guide communication  
with confidence**

- Clarifies how state and company benefits interact
- Streamlines how leave options are explained to employees
- Ensures consistent, high-quality responses every time





# Where a Planning Tool is *not* the Best Fit

Scenarios better served by human support or point-in-time processes



Leave types that are best handled at point of initiation/claim submission

- Short-notice or immediate leaves



Case-specific details requiring real-time confirmation

- Eligibility changes (employment status, tenure)
- Balance may change if additional leaves are taken before planned leave starts
- Intermittent leave and changes in leave dates after leave starts
- Tool is intended for education—not for final confirmations



Exceptional or complex situations requiring human judgment and support





# What to Expect from a Digital Leave Tool

A well-designed platform should offer:



Interactive planners  
and estimators



24/7 self-service access



Smart eligibility checks



Up-to-date content



Integrated policy logic



User-first design



# For a Truly Personalized Leave Experience

Top features to look for in digital tools

**“What if” scenario modeling**

Plan for early/late births, extended leaves, or unexpected medical needs

**Custom checklists & actionable steps**

Tailored timelines based on the employee’s unique situation

**Educational resources**

Parent-friendly content to guide and empower

**Filing guidance—  
or direct submission**

Step-by-step support, with seamless transition to claim filing when ready



# A Digital Solution in Action: Sample Case Study

Employer ABC is a regional healthcare company, with approximately 20,000 total employees, mainly operating in three states (without mandated PFML), however, they do have some remote workers in all states

## Employer ABC had the following challenges:

Struggled to keep up with all the various PFML offerings

Recently introduced new company-sponsored parental leave options that employees struggled to understand

HR had trouble explaining coordination of benefits

Example for illustrative purposes only. Results are not guaranteed and will vary.



# A Digital Solution in Action: Sample Case Study

In partnership with their carrier, Employer ABC was provided a leave planning tool which also included the company benefits

## The tool offered:

Simple user input screen - parent selects birth date, job status, location and salary details

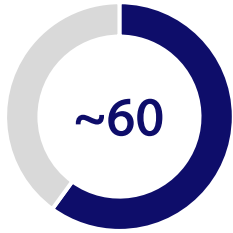
Education for the employee about the types of benefits they may be eligible for – and which provide pay or job protection

Personalized roadmap, estimated pay, legal entitlements

Clear to-do list with action items and educational support

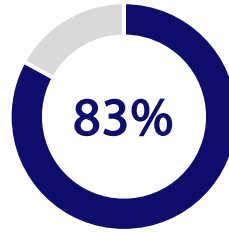


# A Digital Solution in Action: Sample Case Study



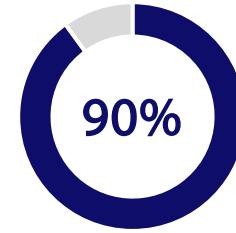
## Tool Utilization:

Employees per month  
planning leave



## High Completion Rate:

Users who start the tool finish to see all  
benefits they have



## Employee satisfaction survey result:

Respondents reported the tool provided  
info about leave benefits they needed in  
an understandable way

HR staff reported employees  
were better understanding new  
company parental leave and how it  
interacts with other benefits

## Employee quote:

"The tool was so helpful for me to  
better understand what might be  
available to me, so now I feel like  
I can discuss better with HR"





# Benefits and Impacts for the Employee



## Clear understanding of leave options

- Know what's available and how it applies to their situation



## State-specific benefit guidance

- Relevant info based on where they work



## Employer-specific plan details

- Reflects class, union status, and any enrolled voluntary disability plans



## Confidence before reaching out to HR

- Prepares employees with the knowledge they need—on their own time



## Stronger satisfaction and trust

- Employees feel supported and valued by their employer



# Benefits and Impacts for the Employer



## Fewer time-consuming leave inquiries

- Employees get clarity up front, freeing up HR team time



## Reduced overall question volume

- Self-service tools mean fewer repetitive requests



## Improved employee retention

- Better support leads to stronger engagement and loyalty



## Lower compliance risk

- Clearer communication helps reduce misunderstanding or confusion



# What You Can Do Now



**Review your current  
HR process**



**Identify pain points**



**Explore scalable solutions**



**Prioritize user-friendly,  
confidential tools**

How are you supporting parental leave today?  
What tools are in use?

Where are employees or HR teams getting stuck or  
overwhelmed?

Talk with your carrier or leave administrator about  
tech-enabled options

Look for platforms designed with real employee  
insights and planning needs in mind



# Q & A



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Thank You



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New York Life Insurance Company, 51 Madison Avenue, New York, NY 10010

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