

# The Business Case for Supporting New Parents

👶 Infant Care

Nine statistics that turn parental support from a cost line into a retention, productivity and recruitment strategy and a simple framework for taking the case to your leadership team.

Cost of inaction

**£1M+**

The avoidable annual cost of generic, hands-off parental policies for a typical 1,000-employee organisation 0 in turnover, sick leave and lost productivity.

Return on action

**4:1**

The average return on comprehensive family healthcare programmes, through reduced recruitment costs, lower absenteeism and improved productivity.



## Poor parental support is an expensive, invisible cost and a solvable one



When someone has a child, their home life changes completely, and the realities of raising a child constantly shape their working life. The period immediately after parental leave is when organisations lose people at the highest rate - paying through higher turnover, increased absenteeism and lost productivity. **A dedicated Infant Care pathway costs a fraction of what organisations routinely spend on recruitment fees, interim cover and onboarding replacements.** The statistics below make the case; the framework that follows helps you put numbers to it for your own organisation.

## Nine statistics every HR leader should put in front of the board



### Retention ROI

Replacing talent is the most expensive challenge HR faces

**57%**

of working mothers leave their organisation within two years of giving birth

This rises to 79% for those who return fulltime to an unsupportive environment - the single biggest retention leak most companies never measure

Source: wearthecity.com

**1.4x**

women are 1.4x more likely than men to leave their jobs over poor parental support

Family benefits are a direct DE&I lever - keeping women and the "default parent" in the leadership pipeline during their peak career building years.

Source: LEIA UK Report



### Productivity ROI

Exhaustion and overload, not lack of commitment, drive lost output

**£40bn**

lost to the UK economy each year through sleep deprivation

It shows up as presenteeism - online but checked out. Paediatric sleep support resolves newborn sleep challenges weeks faster.

Source: RAND Europe

**64%**

of working mothers feel completely overwhelmed by their responsibilities

66% report chronic burnout. Clinical support reduces the mental load so parents can show up fully at work.

Source: YouGov

**71%**

of new parents believed better support would have increased their productivity

While 64% stated it would have made them more likely to stay at their organisation.

Source: KPMG Working Parents 2025



### Operational ROI

Flexibility alone doesn't solve the return-to-work challenge

**40%+**

of hybrid-working parents still face debilitating stress balancing work and care

When parents quietly use sick days or annual leave, the business absorbs the cost as unplanned absence.

Source: Modern Families Index 2026

**72%**

of fathers struggle to balance professional and parental identities

57% of new fathers feel significant guilt on returning. Inclusive support helps co-parents share the load.

Source: WOMBA

**Retention is not only an issue for your female employees**

Pathways that support every parent drive engagement across the whole workforce - not just half of it.



### Competitive edge

A standardised, expert-led pathway sets you apart

**33%**

of businesses offer no manager training for parental-leave returns

Without structured guidance, a returning parent's experience is a lottery, dependent on one line manager's personal empathy.

Source: Working Families

**46%**

of working parents are actively seeking employer wellbeing programmes

In a competitive market, specialist infant care support isn't just a retention tool - it's a recruitment one.

Source: KPMG Working Parents Survey 2025

**Retention is not only a women's issue**

Pathways that support every parent drive engagement across the whole workforce — not just half of it.

## Build your business case in four steps

1

### Quantify your exposure

Apply the £1M-per-1,000-employees benchmark to your own headcount to size the cost you're already carrying.

e.g. 500 employees ≈ £500k a year at risk\*

2

### Pinpoint the riskiest moment

Map your own attrition and absence data to the first year back from leave - the highest-loss window.

*Pull lever data by months-since-return*

3

### Propose a targeted fix

A specialist Infant Care pathway via a provider like Fertifa - sleep, feeding, paediatric and parental mental health - not broad, generic EAP.

*Specific beats "more support"*

4

### Project the return

Model the upside against the 4:1 benchmark and the recruitment, cover and onboarding costs you'd avoid.

*Lead with payback, not price*

## What to put in your proposal

- ✓ Your sized cost of inaction, in pounds, against current headcount
- ✓ Attrition and absence data for parents in their first year back
- ✓ The specific intervention proposed, and what it does and doesn't cover
- ✓ A projected return modelled on the 4:1 benchmark
- ✓ Manager training, so support isn't a line-manager lottery
- ✓ A measurement plan: retention, return rates and engagement to track

## How Fertifa can help



### Fast and easy clinical support

Access to 1-2-1 messaging and consultations with Fertifa's clinical team, including paediatric consultants, midwives, health visitors. All accessible via the Fertifa App.



### Day one to year one care

With Fertifa's Infant Care service, employees get access to comprehensive non-urgent care. Everything from breastfeeding support to maternal mental health check-ins.



### Education on-demand

Access to a suite of evidence-based resources, manager training sessions and on-demand webinars run by paediatric specialists, to join any time and anywhere.

## Looking to speak to the Fertifa team about implementing Infant Care?

We'll help you model the numbers and shape the proposal.

[Book a call with the team to learn more](#)