



Supporting Reproductive Health and Every Path to Parenthood

WIN is the only clinically led, end-to-end solution that builds and supports families.

Through **personalized** nurse advocacy, trusted provider networks, and integrated benefit support, WIN delivers a simpler, more supportive experience at every stage of life.

Complete Reproductive & Family Health Support

Supporting employees through every stage of life, including pre-conception, fertility, fertility preservation, donor treatment, surrogacy, adoption, pregnancy, parenting, return to work, menopause, and andropause.

More than a Digital Platform

WIN combines clinical guidance, care navigation, provider access, and benefit management in one integrated solution, supporting members in navigating their benefits, through treatment, and beyond.

Dedicated UK Nurse Advocacy

Employees receive personalised support from experienced UK-based Nurse Care Advocates who understand NHS pathways, private healthcare, and fertility regulations, helping them make informed decisions with confidence.

Access to Trusted UK Providers

WIN's network covers 90% of UK fertility clinics, plus pharmacy, diagnostic, legal, and doula partners, providing quick access to quality care and preferred rates where available.

Personalised Care with Clinical Oversight

Every journey is different. WIN helps employees identify the most appropriate treatment, care, and support options based on their individual needs and goals.

Inclusive Family-Building Pathways

Support for different routes to parenthood, including LGBTQ+ employees, single parents, donor conception, adoption, and surrogacy.

Seamless Funding & Benefit Support

WIN works alongside NHS services and private medical insurance, helping employees access eligible services and simplifying payments through the WINCard, reducing upfront treatment costs.

Global Reach, Local Expertise

With UK-based clinical expertise and international capabilities, WIN supports employees wherever they are, complemented by employee education, engagement programmes, reporting insights, and policy support for employers.

Get in touch with our benefit experts

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