



**Validation**Institute

# 2023 Validation Report

**Review for: Carrot Fertility**

**Validation Achieved: Metrics**

**Valid through: September 2024**



# Company Profile

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<b>Category:</b>	<b>Specialty Fertility</b>
<b>Website:</b>	<a href="https://carrotfertility.com">carrotfertility.com</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2016
<b>CEO:</b>	Tammy Sun
<b>Company contact:</b>	lets@get-carrot.com



## Description Provided by the Company:

**Carrot Fertility** is the leading global fertility benefits provider for employers, built to support employees through their entire fertility healthcare journey. Companies use **Carrot** to customize a fertility benefit that provides employees financial, medical, and emotional support as they pursue parenthood, reducing healthcare costs and resulting in better clinical outcomes. **Carrot's** clinically-managed program includes egg freezing, in vitro fertilization (IVF), donor and gestational carrier services, and adoption; Carrot Rx, a premium pharmacy experience, at significant savings; Carrot Pregnancy; and the Carrot Card®, a flexible fertility benefits debit card employees can use to pay for their care. **Carrot** supports companies in more than 50 countries across North America, Asia, Europe, South America, and the Middle East.





# Claim Assertion for Validation

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The Carrot Fertility program, by performing better than benchmarks and by providing needed services, can save an employer money compared to other fertility programs. See Figure 1, Logic Model for each program component and the direct and indirect savings.

## Method / Calculation / Examples

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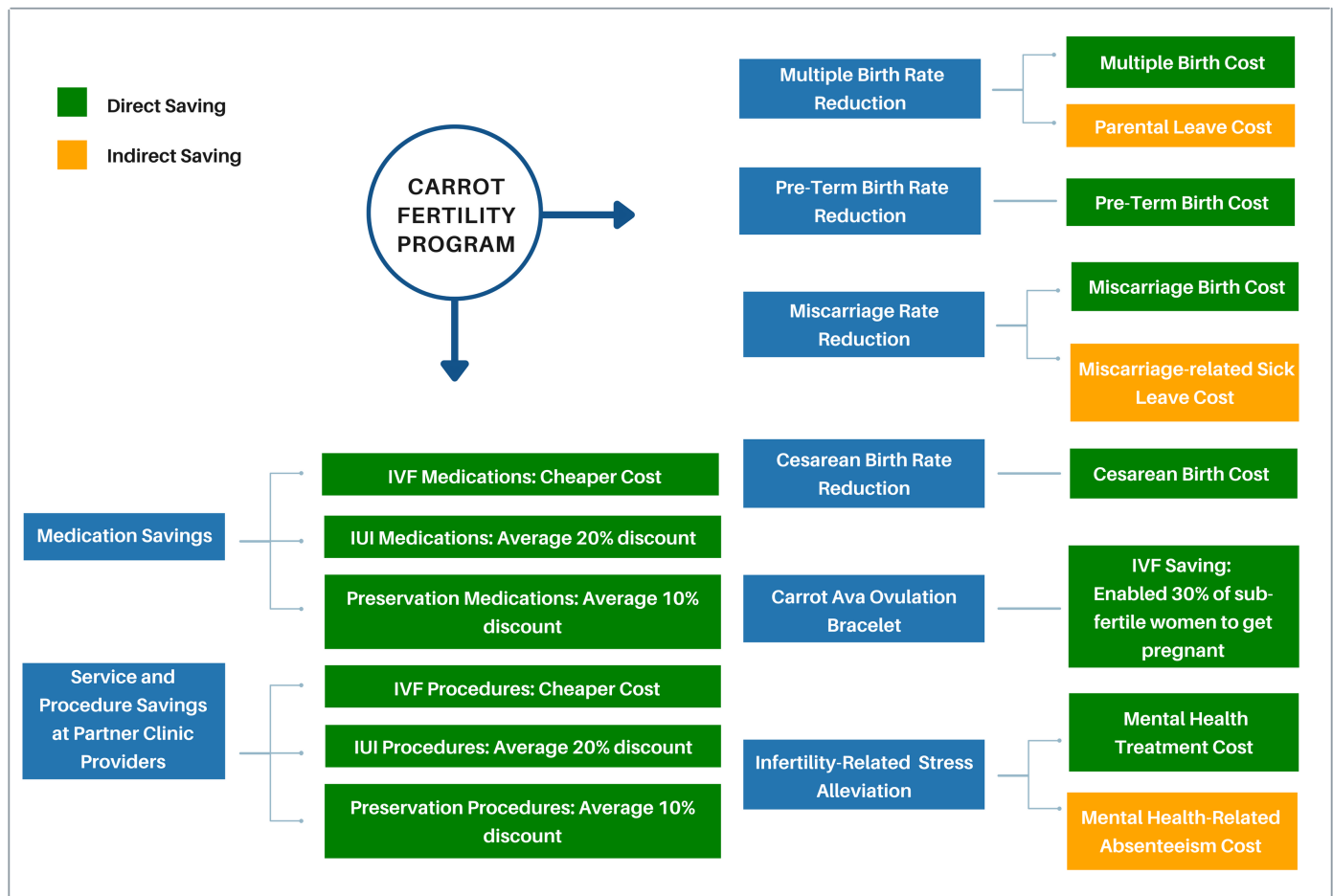
Carrot's savings calculator applies evidence-based assumptions to each program component. For example, the savings from reducing multiple births compares Carrot's actual performance to a public data set. The source of each assumption and calculation is documented in the calculator.



# Findings & Validation

For each component in the logic model, Validation Institute verified each assumption, data source, and calculation. The model gives an evidence-based estimate of the program’s impact.

**Figure 1: Carrot Program Logic Model**





## Limitations

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Though each assumption and estimate are evidence-based, the impact of Carrot's program on any one employer will vary. The calculator is meant to give a reasonable estimate, not a guarantee of savings.





# Validation and Credibility Guarantee

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**Carrot Fertility** achieved validation for **Metrics**. Validation Institute is willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit <https://validationinstitute.com/credibility-guarantee/>.

## Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

## Outcomes

Product/solution has measurably improved an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

## Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.





**Validation Expiration: September 2024**

# CERTIFICATE OF VALIDATION

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**Applicant:**

**Carrot Fertility**

47 Lusk St.

San Francisco, California, 94107

**Product:**

Carrot Fertility Program

**Claim:**

The Carrot Fertility program calculator gives an evidence-based, reasonable estimate of savings.

**Validation Achieved:**

**Validated for Metrics**

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**Linda K. Riddell, MS**  
**Chief Data Scientist**  
**Validation Institute**

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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**





# About Validation Institute

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**Validation Institute** is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.

## Validation Review Process

Validation Institute has a team of epidemiologists and statisticians who review each program. The team focuses on three components:

- Evidence from published literature that a similar intervention had similar results.
- The reliability and credibility of the data sources.
- The rigor of the approach to calculating results.

To achieve validation, the program has to satisfy each of these components. VI's team then summarizes the review into a report which is publicly available. Details of VI's review are available with the program's permission.

