

Case Study

# Myovant: Supporting Women in the Workplace with Flo for Business



# Redefining care for women

Myovant is a pharmaceutical company aspiring to redefine care for women and men through purpose-driven science, empowering medicines, and transformative advocacy. Myovant brings significant breadth and depth of expertise in drug development, combined with a commitment to developing new treatments for women suffering from uterine fibroids, endometriosis, and infertility, and men suffering from prostate cancer.

With a team of over 550 employees worldwide and offices in Brisbane, California, and Basel, Switzerland, it is essential for Myovant to provide a best-in-class benefits package, ensuring a comprehensive and seamless employee experience.

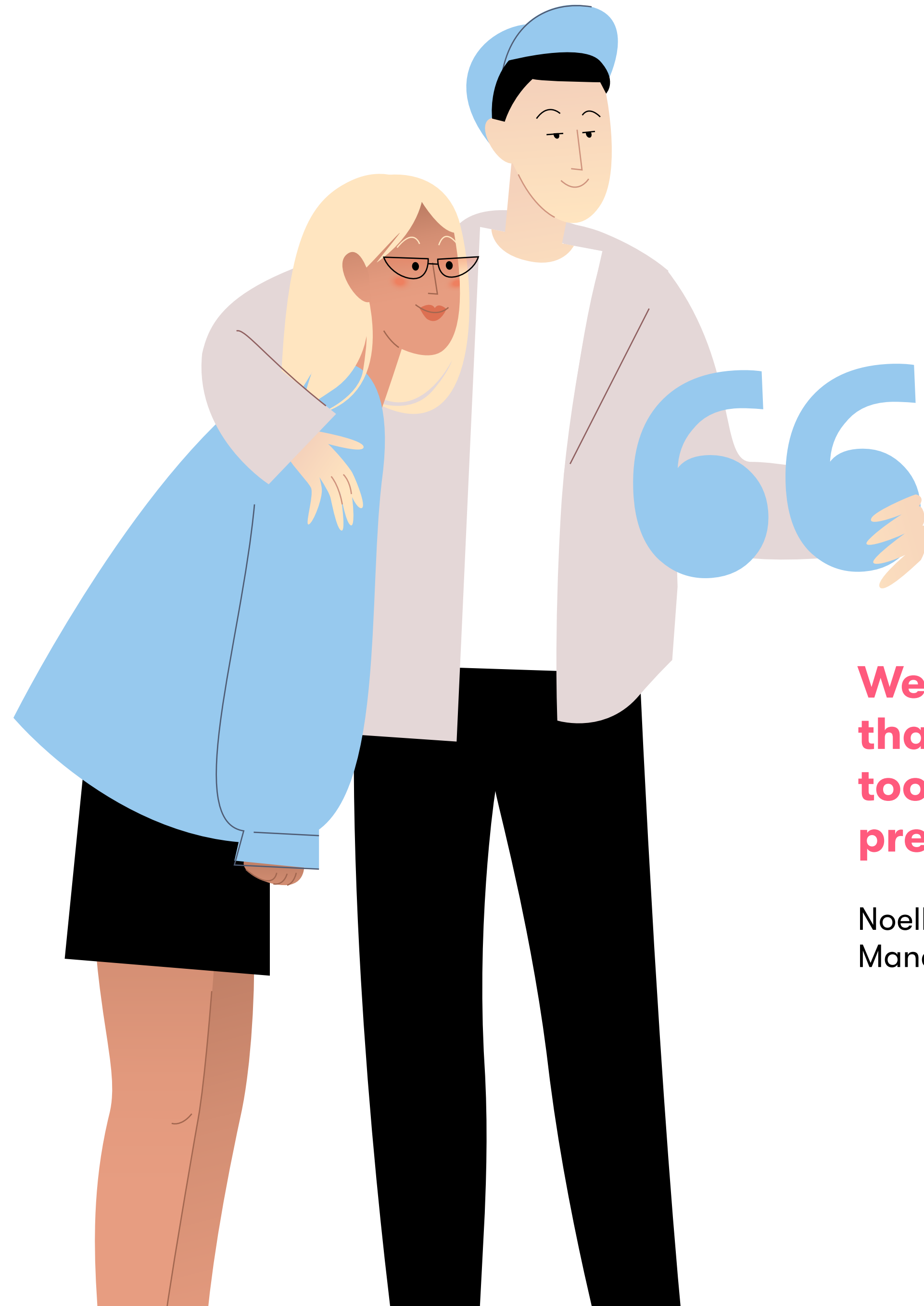
**As Myovant continues to redefine care for women, it is important that our own benefit programs continue to push the limits for female employees and their dependents.**



Noelle Vavuris  
Manager, People Operations & Analytics @ Myovant



# Partnering to support women's health needs



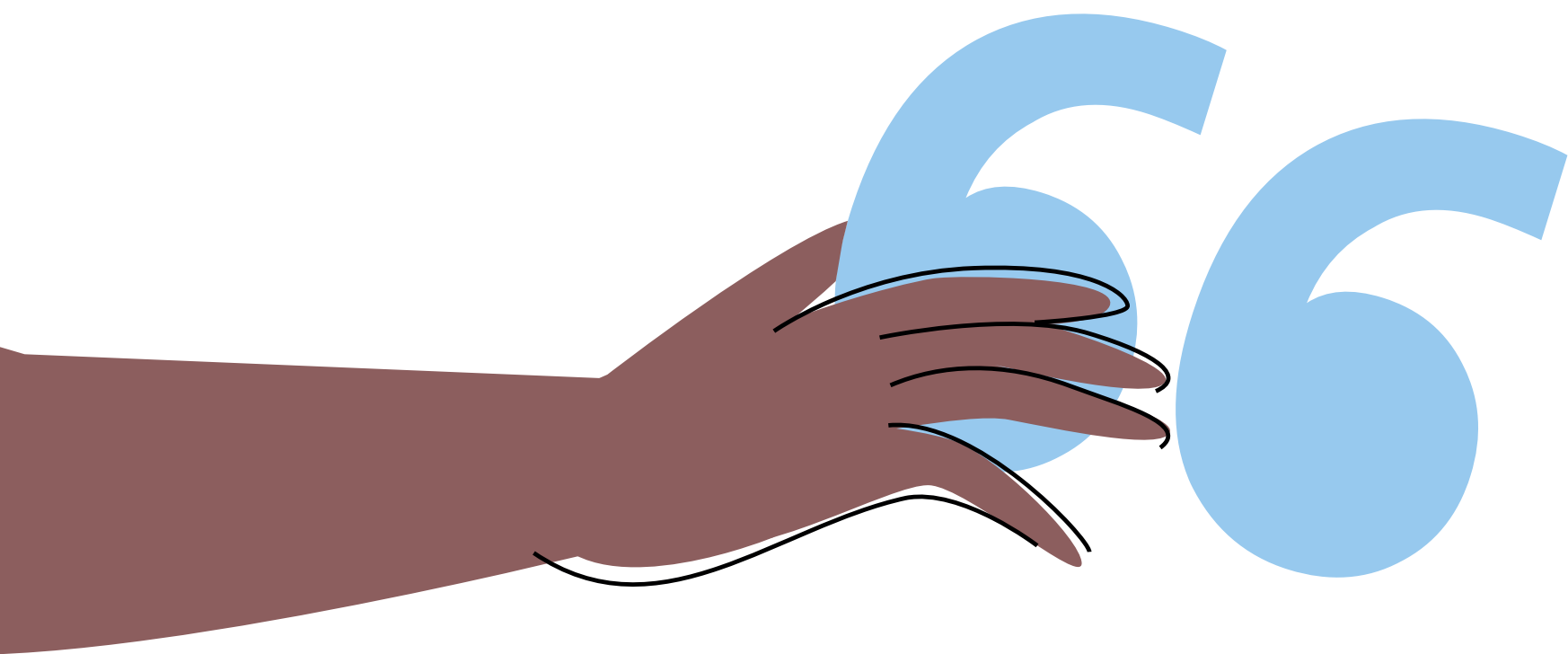
Given that both Flo and Myovant focus on women's health, the two companies have a long history of mutual projects. Myovant's Strategic Partnerships & Innovation team was already familiar with the benefits of the Flo app, which supports women of all ages and health needs by providing cycle and ovulation tracking, personalized health insights, expert tips, and the largest private community for women to share their questions and concerns. It led to Flo for Business being introduced to Myovant's People Operations & Analytics team, who then drove the adoption of Flo.

**We expected to create a well-rounded benefits package that allowed employees and their dependents to access tools that assist with period tracking, pregnancy preparation, and health education.**

Noelle Vavuris  
Manager, People Operations & Analytics @ Myovant

# Driving adoption and engagement through tailored communications

To ensure smooth enrollment and engagement, the Flo team prepared a comprehensive onboarding plan in collaboration with Myovant's People Operations & Analytics team. The onboarding plan allowed Myovant to inform and educate employees about the Flo app and drive adoption. To promote sign-up and guide employees through enrollment steps, the Flo team equipped Myovant with customized onboarding materials (onboarding instructions and reminders).



The Flo team hosted two live webinars for Myovant employees:

- An onboarding webinar, introducing how to get started with Flo, explaining the science behind the app, and outlining the benefits of identifying body patterns and receiving personalized health insights.
- An educational webinar on handling stress & preventing burnout, led by Flo's Medical Expert Morgan Cutlip, Ph.D. The webinar was an integral part of Myovant's Mental Health Tune-Up Initiative.

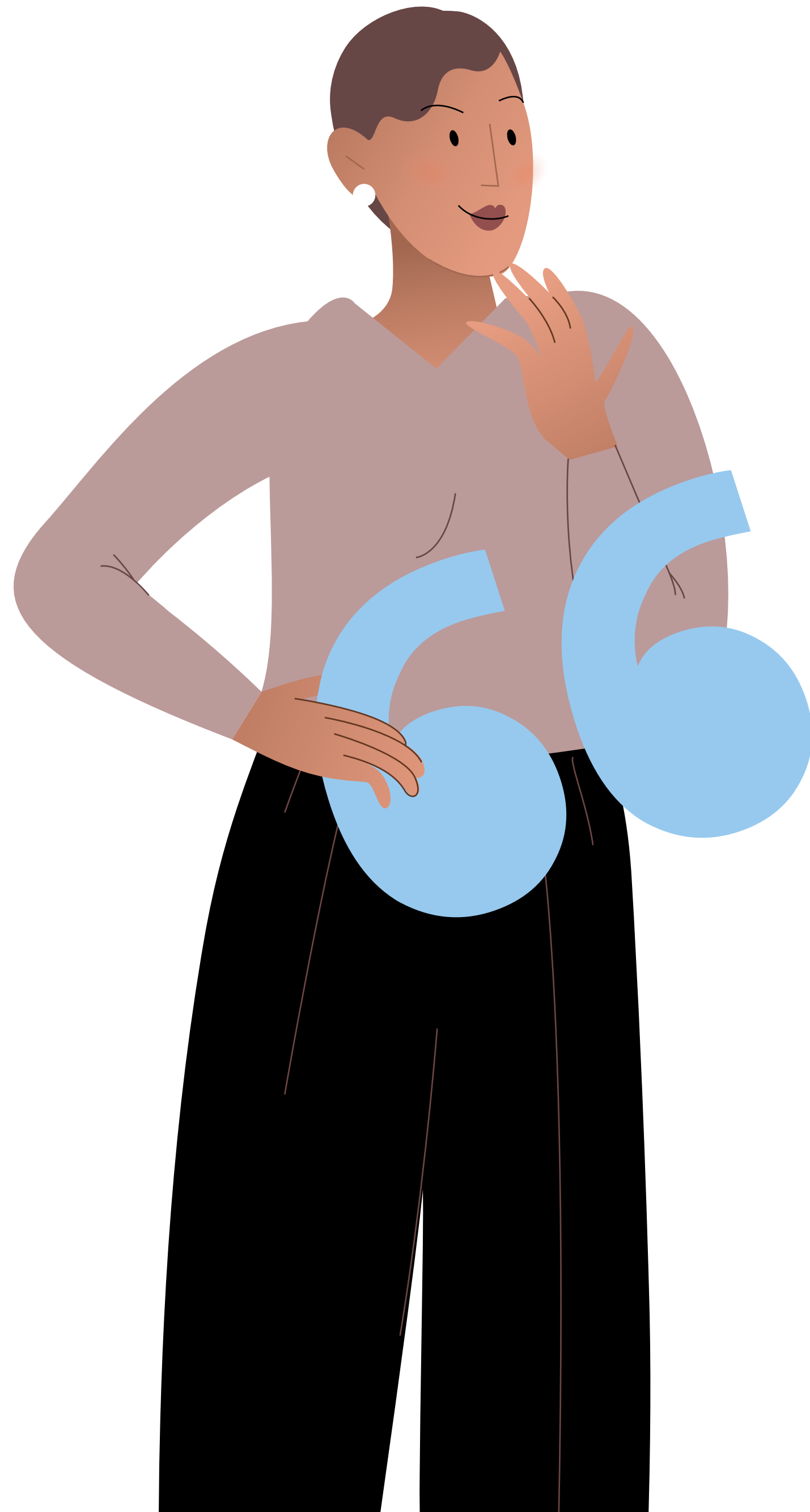
All the activities allowed employees to explore what the Flo app has to offer. The communications guided Myovant employees on how to best use Flo resources to make more informed decisions about their health and well-being and thrive in the workplace and beyond.

**Flo gives our employees resources to take a proactive approach to their health.**

Noelle Vavuris  
Manager, People Operations & Analytics @ Myovant



# Providing actionable insights



The Flo team continuously tracks and reports enrollment and engagement metrics that allow Myovant to measure the success and impact of the program. A dedicated Client Success Manager closely collaborates with the Myovant team to ensure continuous support every step of the way. To help Myovant get the most out of the partnership, the Flo team provides comprehensive reporting, including:

- Monthly reports with key metrics (information on enrollments, activations, engagement rate, monthly active audience, and average active days in the app per month)
- Extended quarterly reports that are accompanied by a meeting with the dedicated Client Success Manager

**Flo has been a great partner providing insightful data and regular communication to regularly iterate and provide the best experience for our employees.**

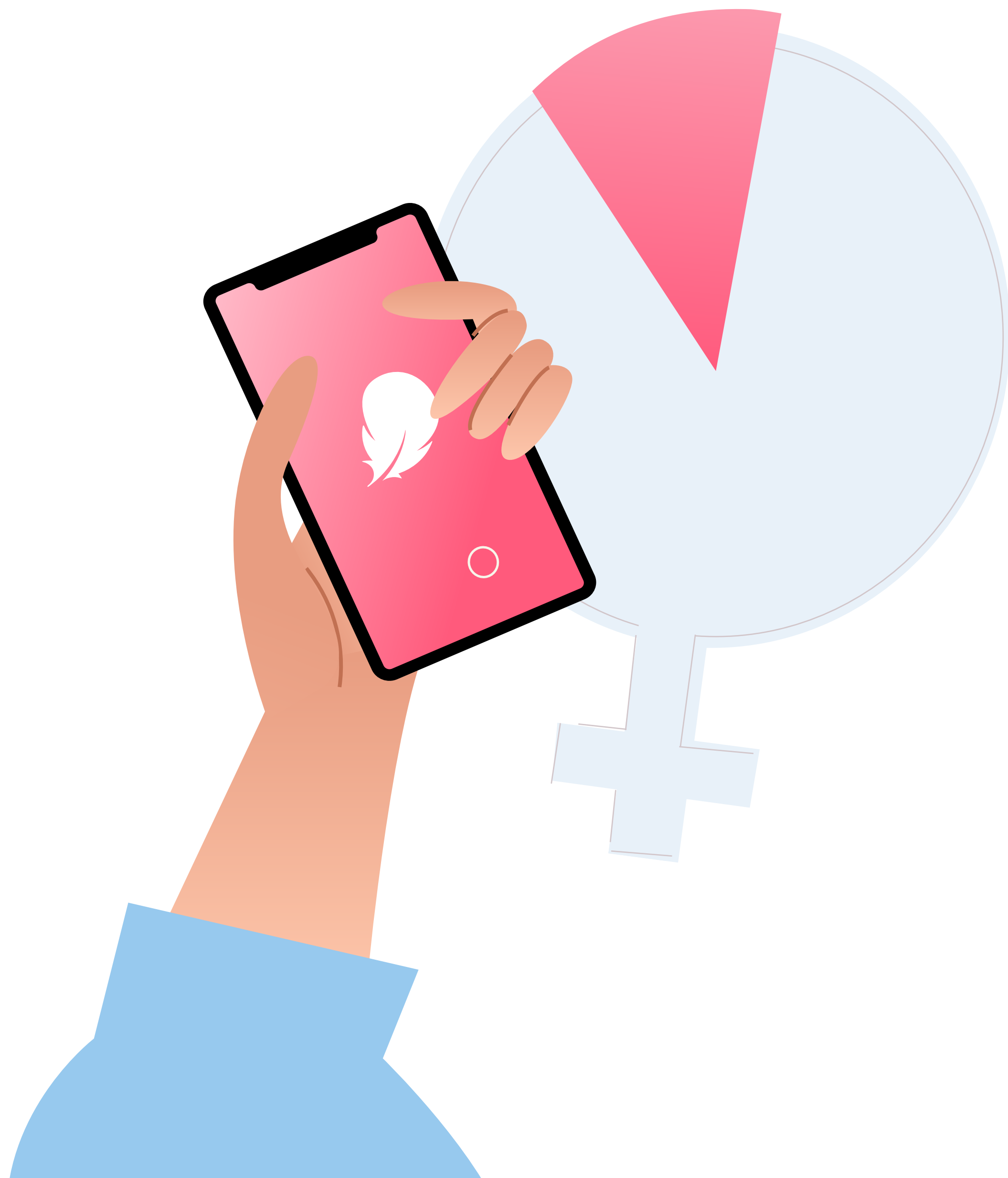
Noelle Vavuris  
Manager, People Operations & Analytics @ Myovant

# Enabling employees to take control of their health

Throughout our collaboration, Myovant employees actively engaged in the Flo benefits offering, helping them take control of their health with personalized cycle predictions; virtual health assistants; and insights on general health, fertility, and pregnancy.

**17%**  
**engagement rate**

Engagement rate is defined as the number of Myovant female employees who downloaded the Flo app, logged in, and started using their Flo Premium subscription.



# 925

## logs of symptoms

helping employees to track health changes and reveal important patterns

# 137

## dialogs started with the Health Assistant chatbot

allowing employees to access personalized, evidence-based health information

# 584

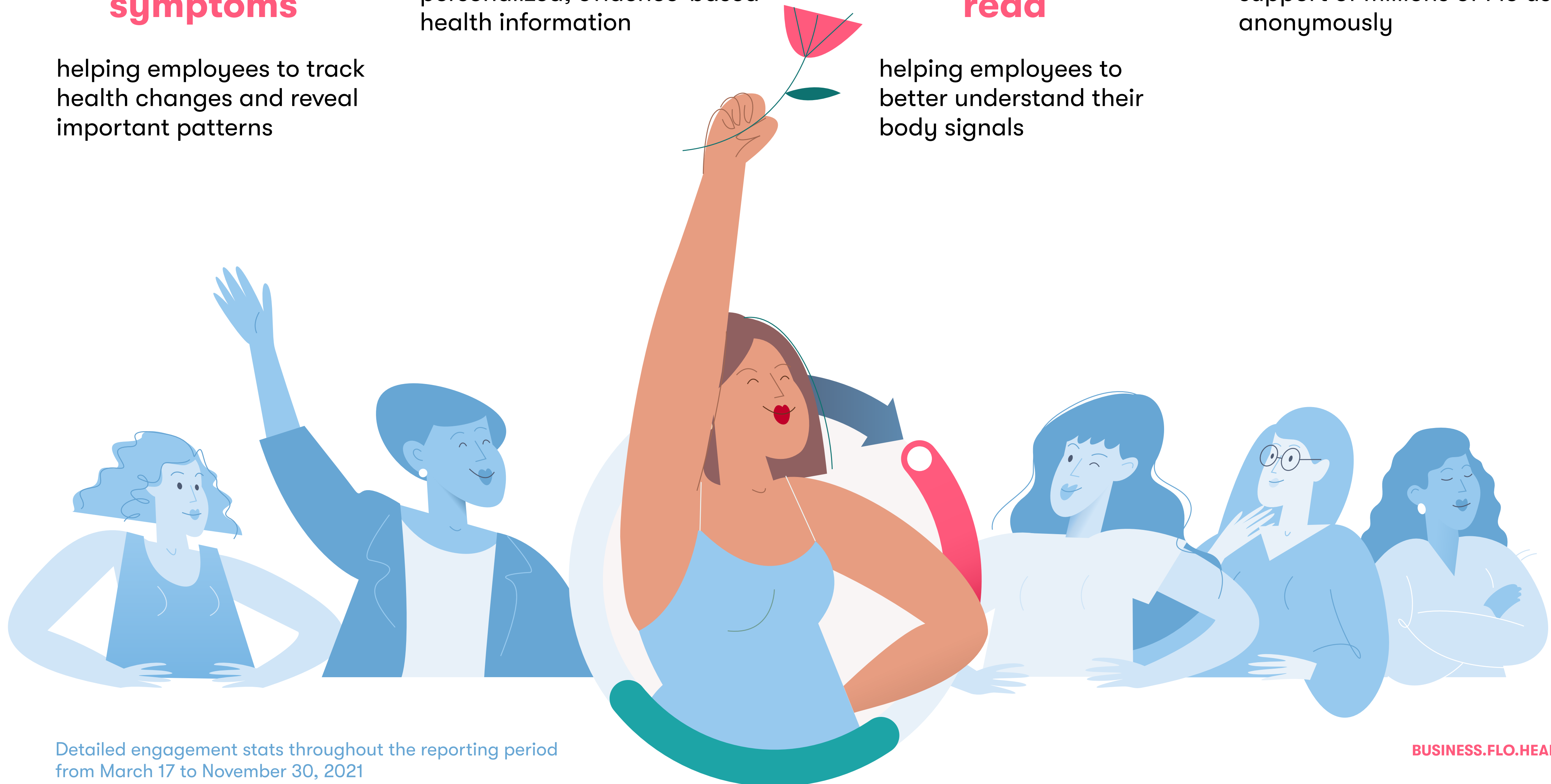
## Daily Insights read

helping employees to better understand their body signals

# 182

## engagements with Flo Community in the Secrets Chats

enabling employees to get the support of millions of Flo users anonymously



Detailed engagement stats throughout the reporting period from March 17 to November 30, 2021

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a benefit that supports their  
individual health needs**

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