

# ADVANCING FERTILITY ACCESS

## STRATEGIC ADVOCACY MODELS

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### WHY NOW

- **1 in 6 couples face infertility** worldwide.
- **Fertility coverage remains inequitable** — fewer than 25 states mandate insurance for IVF.
- **Bipartisan momentum** and increasing public focus on reproductive rights have created a rare policy window to advance access to fertility care.
- **Framing infertility as a healthcare equity issue** positions an organization to lead nationally — strengthening patient access, shaping policy, and differentiating them as a trusted voice for reproductive medicine.

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### Chief Advocacy Officer (CAO) or Advocacy Director

**Purpose:** Embed advocacy within executive leadership to align policy influence, operational strategy, and business goals.

#### Advantages:

- Direct integration with organizational strategy and priorities.
- Rapid response to emerging legislative issues.
- Unified messaging across operations, marketing, and public relations.
- Builds a foundation for future advocacy infrastructure.

#### Considerations:

- Creative funding solutions needed due to limits on external donations.
- Balanced messaging to ensure advocacy remains patient-centered.
- Strong governance and compliance required to navigate lobbying restrictions.

### RECOMMENDED PATH

Phase 1: Hire a Chief Advocacy Officer to integrate advocacy into executive leadership, drive state and federal engagement, and establish policy credibility.

Phase 2: Evaluate creation of a Non-Profit Advocacy DBA once relationships, reputation, and advocacy outcomes mature enabling external funding and broader coalition reach.

### Non-Profit Advocacy DBA

**Purpose:** Establish a mission-aligned nonprofit arm to enhance external credibility, foster partnerships, and drive patient-centered advocacy and policy impact.

#### Advantages:

- Enhanced credibility with policymakers, patients, and advocacy coalitions.
- Eligibility for grants, philanthropic donations, and grassroots funding.
- Greater flexibility for legislative advocacy and coalition participation.
- Strengthens public trust and visibility as a champion for access to care.

#### Considerations:

- Clear governance and compliance to ensure accountability.
- Upfront investment to support launch and management.
- Strategic alignment to stay connected to core objectives.

### BOTTOM LINE

A Chief Advocacy Officer provides immediate strategic impact and organizational alignment. A Non-Profit Advocacy DBA extends credibility, funding, and long-term influence. Together, they create a sustainable advocacy ecosystem that elevates both patient access and organizational leadership in reproductive health policy.