

BIOGEN OFFERS “NEED TO WIN” BENEFIT SOLUTIONS TO ATTRACT, ENGAGE, AND RETAIN TOP TALENT



Dedicated to “science that truly matters,” Biogen is a leader in life-changing therapies for patients who might otherwise have few, if any treatment options.

THE CHALLENGE:

Biotech is an industry that requires top talent and competes intensely for it. To attract, engage, and retain the best-of-the-best requires a culture that gets employees’ attention and that supports them across demographics and responsibilities.

“Many of the difficulties our employees face relate to the fact that they have children, spouses, partners, parents, and pets to take care of,” says U.S. Employee Benefits Leader Susan McGowan. “Through engagement surveys we found that work/life balance was a huge challenge for them.”

THE SOLUTION:

Back-up child and elder care and educational advising for employees’ children were Biogen’s first solutions with Bright Horizons. This partnership was so unequivocally successful that Biogen added an on-site child care center, an education advisory service to complement a generous tuition assistance program and support for parents of children with special needs later on, all with Bright Horizons. Having a single partner not only made the company nimble enough to easily adapt to employees’ changing needs, but it also allowed Biogen to customize and integrate marketing materials to drive benefit usage.

“Our population of employees has many different needs,” says Susan. “Many are part of the sandwich generation, some are navigating the college process to make sure their kids are successful, others need to understand how to advocate for their child with special needs.”



We see Bright Horizons as a true partner. They believe that our success is their success, so they’re with us all the way. There’s also a very strong cultural alignment between Biogen and Bright Horizons. We both care about our employees and want them to be successful.

— Susan McGowan,
Biogen U.S. Employee Benefits Leader



THE RESULTS

Giving employees what they need and want has had instant and lasting results on numerous key talent goals including improved productivity, increased engagement, and reduced absenteeism. There were also substantial job satisfaction benefits, with nearly all employees saying educational support for children added to positive feelings about the company. The across-the-board support also enhanced Biogen's already admired positive culture, something the company needs to appeal to top talent.

"We can talk with our CFO and leadership and demonstrate the hours of time that employees save through College Coach and the number of days they're able to come to work because of the back-up care program," says Susan. "There's absolutely a return on investment there."

ONE EMPLOYEE'S STORY

"This is the best benefit that I have experienced at any place of employment. I can't emphasize enough how important and useful this benefit is. It not only allows working parents to keep their sick children home from school without losing productivity, it protects all children who otherwise would have come in contact with the sick child if the parent could not find alternate care/ time off work."

"There are 'need to play' benefits like medical and 401K and then there are 'need to win' solutions like the ones we offer through Bright Horizons."

- Susan McGowan, Biogen U.S. Employee Benefits Leader

FACTS & FIGURES

- **Industry:** Pharmaceutical
- **Total employees:** 7,550 employees
- **Back Up:** 1,701 annual absentee days saved through back-up care service
- **College Guidance:** 95% of employees say College Coach increases positive feelings about Biogen



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