



SB 729 Fertility Coverage - Holding Statement

Updated July 1, 2025

On June 30, 2025, Governor Newsom officially signed AB 116 which includes a provision delaying the effective date for SB 729 from July 1, 2025, to January 1, 2026

Blue Shield of California is working in good faith to implement the requirements of SB 729 for fully insured Small and Large employer groups and intends to comply with the requirements due by January 1, 2026.

The coverage approach for Small and Large employer groups has been approved by our regulator, the Department of Managed Health Care (DMHC).

Fully-insured Large Groups can expect changes to fertility coverage as outlined in SB 729 to take effect on or after January 1, 2026, upon new issuance or renewal.

The change in effective date does not impact Small Groups as coverage remains optional. Small Groups that select to offer coverage under SB 729 will see coverage changes take effect upon new enrollment or renewal.

We will provide updates and additional information as it becomes available.