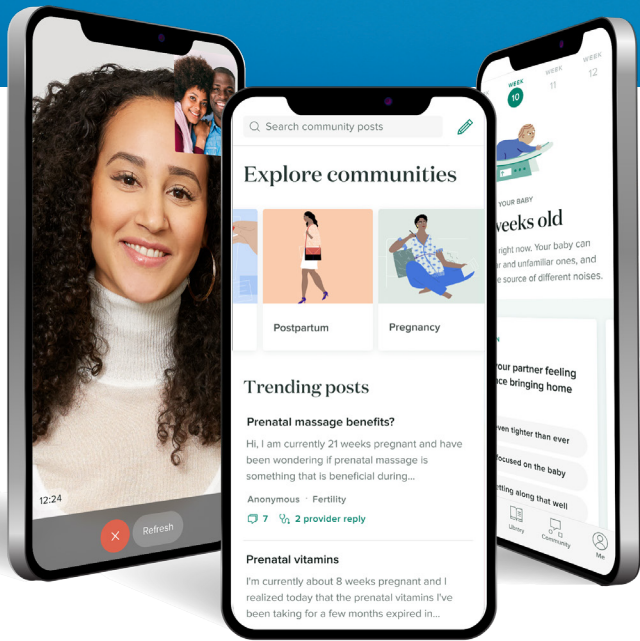




Maternity program

A 24/7 virtual program that provides personalized care navigation, clinical support and education for pregnancy and postpartum



Pregnancy is a journey.

We support you through it all.

As part of your health plan, you and your partner have access to this program through Maven to complement your in-person care.

There's **no cost** to you.

Scan this QR code to sign up for Maven.



From those sleepless nights to the first smiles and everything in between, you have the support resources you need, when you need them — even at 2 a.m. With Maven, you get:

- **A dedicated care advocate** who can:
 - Help you find the right provider or coach for your unique needs
 - Work with you to create a birth plan, plan for maternity leave and return to work
 - Be a source of personalized, one-on-one support throughout your journey
- **Trustworthy resources**, such as:
 - Clinically approved articles
 - Provider-led classes like *Infant CPR and Breastfeeding 101*
 - Drop-in groups
 - The Maven community to interact with others on similar journeys
- **Unlimited virtual appointments and messaging** with providers and coaches from more than 35 specialties, including:
 - OB-GYNs
 - Midwives
 - Doulas
 - Lactation counselors
 - Infant sleep coaches
 - Mental health specialists
 - Physical support coaches
 - Nutrition coaches
 - Career coaches

Maven is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing family building and women's health support services.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.