



Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association



Suggested newsletter or memo

## Family building, maternity, parenting and menopause programs are available to you at no cost

As part of your [Blue Cross Blue Shield of Michigan] [Blue Care Network] health plan, everyone on your health plan has access to Maven — a suite of digital programs that support important life stages. Maven provides 24/7 support for those navigating all paths to starting and building a family, pregnancy, postpartum, parenting and menopause.

There's **no cost** for anyone on your health plan to enroll and participate. You can [join Maven here](#).

### These Maven programs are available to you

1. **Family Building:** This program supports pre-pregnancy health and provides **guidance** for other paths to parenthood, such as fertility treatments, surrogacy and adoption. View more [details here](#).
2. **Maternity:** This program provides personalized care navigation, on-demand support and education during pregnancy and postpartum. It's for the pregnant person and covered spouse or partner. View more [details here](#).
3. **Parenting and Pediatrics:** This program helps guide and support parents raising children. View more [details here](#).
4. **Menopause:** This program provides instant access to expert advice and resources for anyone on your plan experiencing physical and mental health symptoms related to menopause. View more [details here](#).

### Take advantage of these features with each program

- **Connect with your personal care advocate:** A care advocate is matched to you based on your preferences and will provide personalized, custom care navigation and support. They'll answer questions about your journey, and can recommend high-quality, in-network doctors.
- **Schedule 24/7 video appointments:** Speak with Maven coaches\* from many clinical specialties, such as OB-GYNs, fertility doctors, mental health specialists, adoption and surrogacy coaches, lactation consultants, pediatricians and sleep and career coaches. An online chat option is also available.

- **Access personalized, interactive content:** View clinical articles and join classes on a variety of family building, maternity, parenting and menopause topics. There are also community forums to engage with others on similar journeys.

We encourage you and others on your health plan to check out these programs to get more support at **no cost**.

**Enroll in any of these programs [here](#).**

\*Maven coaches are additional support resources; they don't replace in-person care or relationships with your current providers and care teams.

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.