



Family Building and Maternity Support Solution

A digital health support program in partnership with Maven
for everyone who wants to start and raise a family.

FOR SELF-FUNDED GROUPS

Adding to a family is a journey filled with many emotions, from joy and relief to fear and anxiety.

Blue Cross Blue Shield of Michigan and Blue Care Network want your employees to have the best experience possible, including confidence in knowing they have the support of both their health plan and their employer.

At the same time, we want to provide you with options that'll help you retain and attract employees, improve clinical outcomes and reduce costs related to pregnancy and other family building challenges.

To accomplish this, we're introducing the Family Building and Maternity Support Solution in partnership with **Maven**.

Together with Maven, we'll provide full support to your employees and members on their health plan through the entire journey from family planning and pregnancy through postpartum and early parenting. This solution is digital through the Maven app.

In addition to your current benefits, you'll be providing your employees and their families with more inclusive care options that support all backgrounds, lifestyles and phases of starting or growing a family.

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



Why Maven? Proven results.*

More engagement:



of eligible people sign up for Maven



Highly engaged participants have an average of
15 or more touchpoints per month

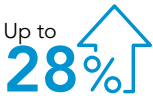


Participants rate Maven specialist appointments a
4.9 out of 5 for satisfaction

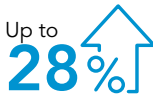
Improved clinical outcomes:



lower C-section rates



lower neonatal intensive care unit admissions



better management of anxiety and depression



lower emergency department admission rates

Better return-to-work rates:



of Maven participants return to work

(compared to 57% national average**)



report being more productive at work



are more loyal to employers

*Maven Book of Business 2022

**National Library of Medicine

Family Building and Maternity Support Solution program options

You have options to tailor this solution that best fits your needs. You can choose between many combinations of these digital programs. Or provide a complete solution, end-to-end, with each:



Family Building

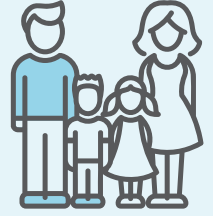


Maven Wallet

Optional add-on to the Family Building program



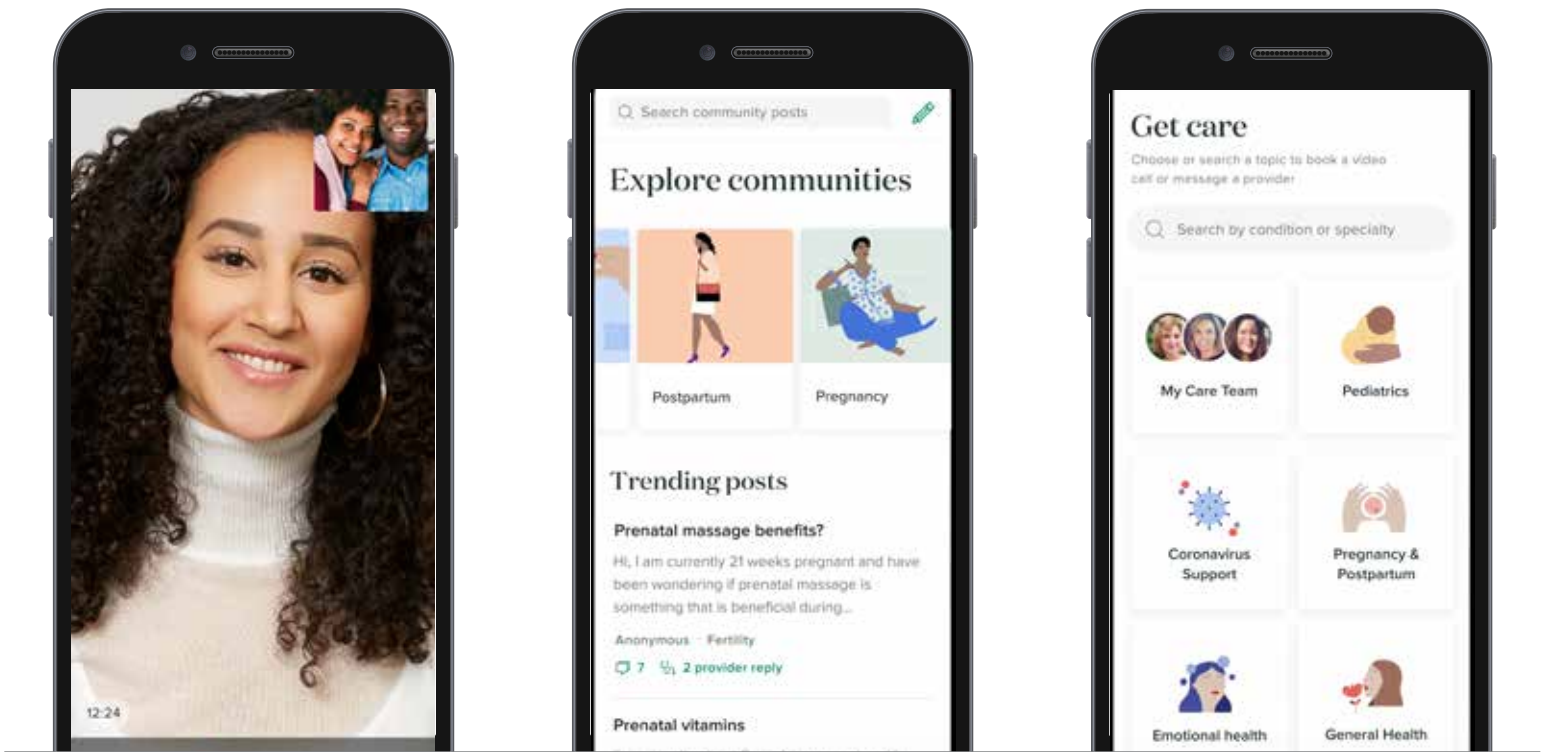
Maternity
(pregnancy)



Parenting & Pediatrics

The Family Building, Maternity and Parenting & Pediatrics programs are each **12-month engagement programs**. These programs don't change your medical benefits; they're additional support for your employees and their families.





Key features through the Maven app

When participants engage in the Family Building, Maternity or Parenting & Pediatrics programs through the Maven app, they get full access to:

A care advocate	Personalized resources	24/7 on-demand video appointments*
<p>A care advocate is matched to each user based on preferences who can:</p> <ul style="list-style-type: none"> • Provide personalized, one-on-one support to answer questions • Recommend the right types of practitioners for specific needs • Help find high quality, in-network providers 	<p>Users have access to a library of content personalized to their specific journey:</p> <ul style="list-style-type: none"> • Content includes prenatal health, postpartum depression, returning to work with confidence and more • Clinical-based articles and community forums are also available 	<p>Users can schedule video appointments with top-rated practitioners:</p> <ul style="list-style-type: none"> • Speak with providers from more than 30 specialties, including OB-GYNs, mental health specialists, lactation consultants, nutritionists, and career and sleep coaches • Practitioners are available in more than 35 languages

*Maven practitioners don't replace in-person care or relationships with established care teams and providers. They're additional resources to schedule appointments when participants' providers aren't available.



Family Building*

This program supports different paths to parenthood that individuals or couples can choose to expand their family. It provides support (not benefits) for:

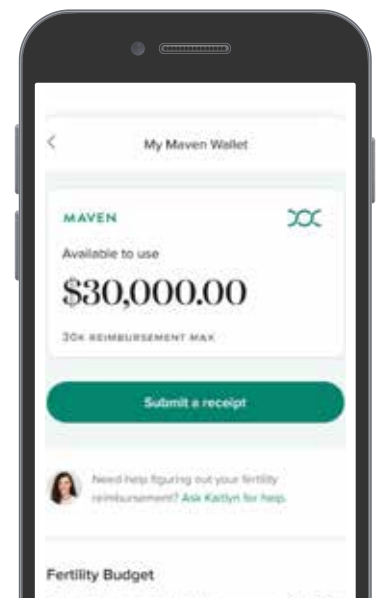
- **Preconception care**
 - Promotes overall health for participants seeking to become pregnant.
 - For employees interested in fertility treatment, they receive guidance that helps reduce unnecessary fertility treatment.
 - Includes support for mental health and nutrition, and tips to help families prepare to conceive.
- **Egg freezing**
 - Guides through the risks and tradeoffs of egg freezing.
 - Helps with choosing a clinic and provides emotional support along the way.
- **Intrauterine insemination and in vitro fertilization — IUI and IVF**
 - Helps through the difficult decision of selecting a treatment option and choosing a fertility clinic.
 - Provides personalized guidance from fertility awareness educators and reproductive endocrinologists. It includes treatment options, recommendations to clinics with high success rates and mental health services.
- **Adoption and surrogacy**
 - Helps to understand the adoption and surrogacy process, including legal and financial fees to anticipate.
 - It includes guidance from specialized coaches, recommendations to top-rated agencies, access to mental health providers and specialists with expertise in LGBTQIA+ paths to parenthood.



Maven Wallet

Maven Wallet can only be paired with the purchase of the Family Building program. Growing a family through **adoption** or **surrogacy** paths can include high agency and legal costs, and this is a way for you to support your employees with those costs.

- Eligible employees can be reimbursed for adoption and surrogacy expenses. The amount per contract is determined by the employer.
- Here's how it works:
 1. Participant submits expenses and receipts within the Maven app.
 2. Maven validates expenses against the plan design.
 3. Maven reimburses participant by direct deposit.
- Access starts as soon as the participant activates the Maven Wallet and ends:
 - When participant reaches the individual reimbursement maximum
 - 90 days after termination of agreement
 - When participant's employment ends



*If you purchase Family Building, we recommend that you review your benefits related to these support topics with your sales representative or agent to see if health plan modifications are necessary. Benefit enhancements aren't included in the cost of these support programs.



Maternity

For each pregnancy, this program offers up to nine months of support for employees and spouses on their health plan during pregnancy and three months after delivery for postpartum. The Maternity program includes:

- **Full support:**
 - For prenatal and postpartum time periods
 - For high-risk pregnancy management
 - To optimize outcomes and promote reductions in preterm births, low birth weight and C-sections
 - For parents with an infant in the NICU
 - For parents who have experienced a loss
 - To prepare for returning to work
- **Pregnancy content**
 - Content is specific to each week of pregnancy
 - Support tools are available on day one of enrollment in the program



Parenting & Pediatrics

This program supports parents as they raise their child and helps improve behavioral and clinical outcomes. It's for parents with children ages 1 to 10 and includes:

- On-demand access to pediatric providers, including developmental psychologists, occupational therapists, speech language pathologists and special needs advocates
- Consulting and tools to navigate child care options
- Mental health support and career coaching to ease anxieties of parenting
- A daily curriculum specific to each stage of childhood development to build stronger parent-child relationships

The daily curriculum supports health, developmental and behavioral topics within:

1. Pediatrics

- a. ADHD
- b. Autism
- c. Teething
- d. Sleep challenges

2. Parenting

- a. Potty talk
- b. Separation anxiety
- c. Race consciousness
- d. Creating house rules

3. Your family

- a. Parenting as a team
- b. Being more playful
- c. LGBTQIA+ parents
- d. Working parent guilt

We're ready to help.

Contact your sales representative or agent today to learn more about the
Family Building and Maternity Support Solution.



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