



# Family Building and Women's Health Support Solution

A suite of virtual health programs through Maven that provides support for:

Planning a family

Pregnancy and  
postpartum

Parenting and  
pediatrics

Menopause

FOR SELF-FUNDED GROUPS





## Our Family Building and Women's Health Support Solution is ready to help. Together with Maven, we're raising the standard of care for women and families.

Your employees' well-being and satisfaction are important. We want to provide you with options that'll help you retain and attract employees, improve clinical outcomes and ensure your employees have more inclusive care options that support all backgrounds and lifestyles.

With Maven, your employees and their families get full virtual support through various life events and stages that are challenging to prepare for and be in. From family planning and pregnancy through parenting and menopause, Maven is with your employees every step of the way.

By adding Maven to your benefit offering, your employees and their families will feel more prepared, educated and in control, resulting in healthier, happier experiences.

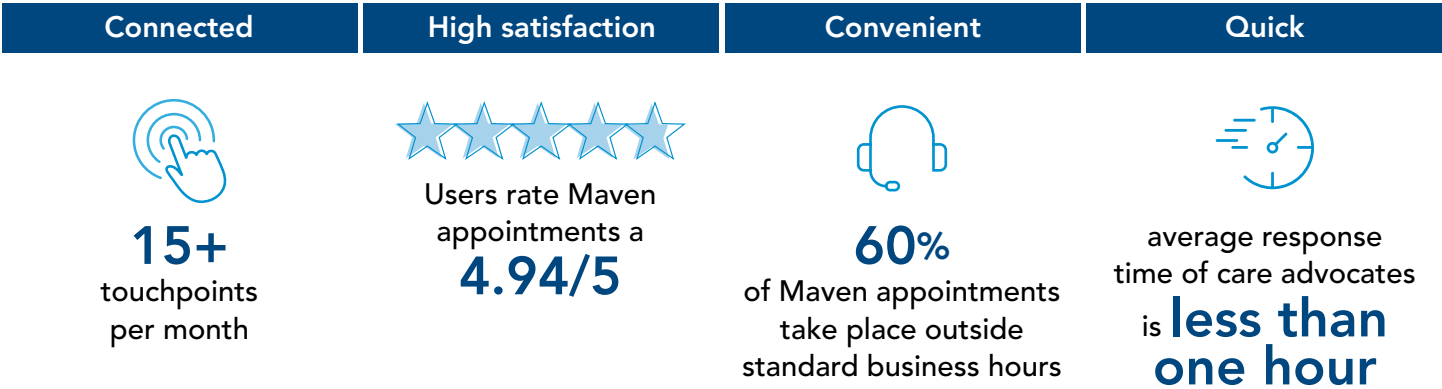
*Maven is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing family building and women's health support services.*

*The Family Building and Women's Health Support Solution may also be available for employees who don't have Blue Cross or BCN health plans.*



# Why Maven? Proven results.

## More engagement, satisfaction and convenience:



## Improved outcomes:

### Fertility and Family Building

- **30%** achieve pregnancy without assisted reproductive technology, or ART.

### Maternity

- Up to **20%** fewer C-sections
- Up to **28%** fewer neonatal intensive care unit admissions
- Up to **31%** reduction in unnecessary emergency department visits

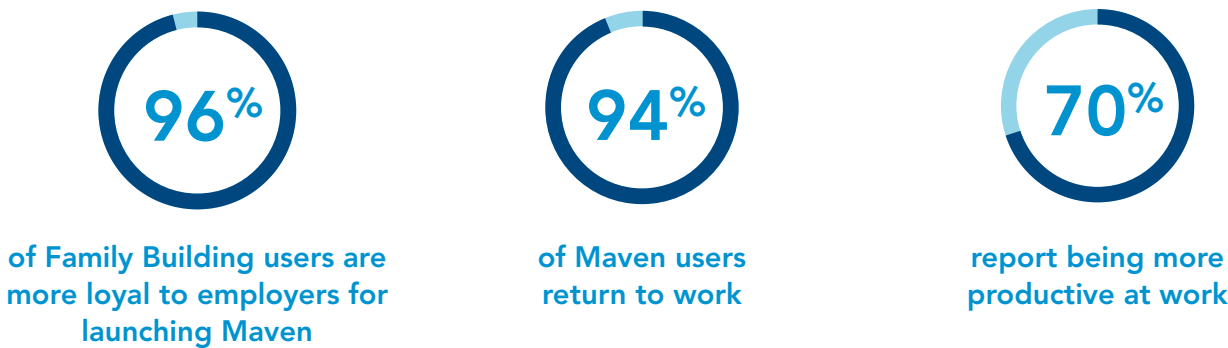
### Parenting and Pediatrics

- **45%** feel less alone in navigating parenthood
- **41%** feel less overwhelmed by parenting

### Menopause

- **93%** experience a reduction in severity of at least one menopause symptom
- **45%** report reduced hot flashes
- **39%** report reduced sleep problems

## Better work productivity:



# Family Building and Women’s Health Support Solution program options

Maven delivers comprehensive care navigation that addresses the needs of women and families for various life events and stages. Everyone’s journey is different, so it’s important your employees get convenient, compassionate care that’s personalized for them. You have options to tailor this solution to best fit the needs of your business and employees. Choose any combination of these programs or select the full suite:



## Family Building\*

Family planning support  
Prepregnancy health  
Exploring IUI, IVF, egg freezing options  
Help choosing a surrogacy or adoption agency



## Maternity

Pregnancy and postpartum support  
Creating a birth plan  
Navigating infant sleep  
Breastfeeding or bottle-feeding support



## Parenting & Pediatrics

Parent coaching and support  
Toddler nutrition  
Development and behavioral support  
Pediatric specialists



## Menopause

Perimenopause, menopause and postmenopause support  
Managing symptoms  
Understanding treatment options  
Pelvic floor therapy

← Managing mental health →

*\*With the Family Building program, you have the option to add the Maven Wallet. See page 5.*

These programs don’t change your medical benefits; they’re additional support for your employees and their families.



# Maven users get unlimited access

Whether you choose to add one program or the entire suite, your employees and their family members can take advantage of all program features within Maven at no cost. They get 24/7 access to:

## 1. Video appointments and messaging\* with Maven doctors, specialists and coaches, such as:

- OB-GYNs
- Lactation consultants
- Mental health specialists
- Midwives
- Doulas
- Fertility educators
- Wellness coaches
- Adoption and surrogacy coaches
- Pediatric sleep coaches
- Nutritionists
- Parent coaches
- Pelvic floor specialists
- Pediatricians

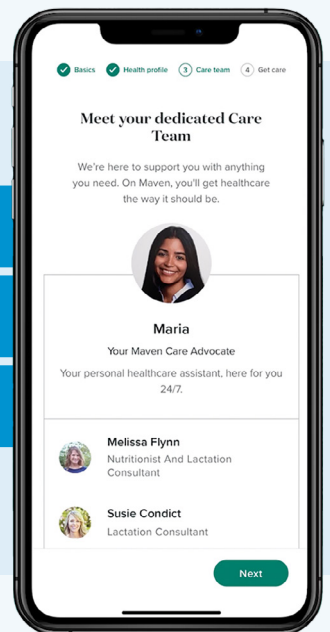
## 2. A dedicated care advocate who serves as a go-to person for women's and family health. Maven care advocates provide:

- Compassionate care coordination
- Support for navigating employer benefits
- Recommendations to the right provider or coach
- Quick responses, day or night

I need to find a fertility clinic close to my office. Can you help?

What are my family building options as a same-sex couple?

I'm struggling with menopause symptoms. What should I do?



## 3. Personalized, trustworthy resources, including expert-approved articles and webinars, access to the Maven community and provider-led classes (live and on-demand), including:

- Infant CPR and Child CPR 101
- Breastfeeding 101
- Fertility 101
- How to Protect Your Relationship from the Stress of Trying To Conceive
- Toddler Nutrition
- Menopause 101

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



# Family Building program\*



This program supports the start of your employees' family planning journey. Whether they're trying to start or grow their family by pregnancy, IUI or IVF, adoption or surrogacy, this program is ready to help.

## Preconception

- Promotes the overall health for participants who are seeking to become pregnant
- Includes support for mental health and nutrition, and tips to help families prepare to conceive
- Guidance to help families achieve pregnancy before exploring fertility treatment options

## Intrauterine insemination and in vitro fertilization — IUI and IVF

- Helps participants understand all treatment options and choose a fertility clinic
- Provides personalized support and expert information from fertility educators and reproductive endocrinologists

## Egg freezing

- Guides through the process, risks and trade-offs of egg freezing
- Helps with choosing a clinic and provides emotional support along the way

## Adoption and surrogacy

- Walks participants through the whole adoption and surrogacy process, including what to expect, and the legal and financial fees to anticipate
- Includes recommendations to top-rated agencies, access to mental health support and coaches with expertise in LGBTQIA+ paths to parenthood

*\*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.*

Starting and growing a family through adoption and surrogacy paths can be stressful. The costs can make it even harder. The Maven Wallet is an add-on option to the Family Building program.

A screenshot of the 'My Maven Wallet' app interface. The app has a teal header with the Maven logo and navigation links 'Get care' and 'Community'. The main content area shows 'Remaining funds' with a large '\$X' and '\$X LIFETIME MAX'. Below this is a 'Total budget' section with a progress bar and labels 'Your total usage to date' and '\$X LIFETIME MAX'. A green button labeled 'Submit a receipt' is visible. There is also a 'Recent transactions' section with a message: 'No recent transactions. Use your Maven Card for approved expenses or submit a receipt to start a reimbursement claim.' At the bottom, there are links for 'Wallet settings' (including 'Request a Maven Card' and 'Reimbursement methods') and 'Learn more' (including 'Wallet & Maven Card FAQ' and '[Client Name] coverage details').

Adding this feature is a way for you to expand your support to your employees. You can reimburse your employees for some of their adoption and surrogacy expenses. The amount per contract is determined by you, as the employer.

## How it works

- The participant submits expenses and receipts in the Maven app.
- Maven will validate the expenses against your plan design.
- Maven will reimburse the 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



# Maternity program

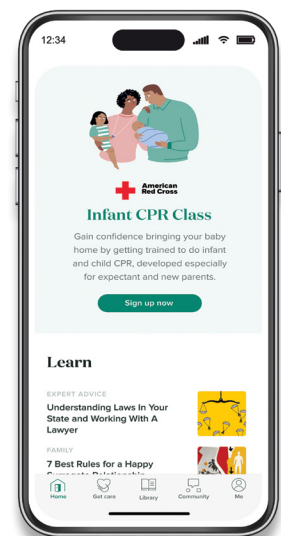
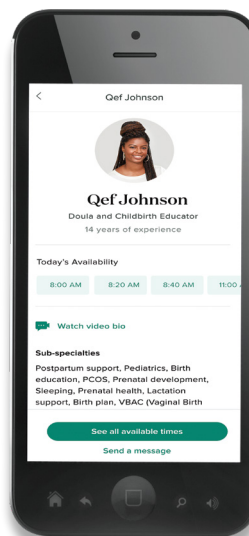


The pregnancy journey is exciting, but it can be stressful and uncomfortable at times. The maternity program is for eligible employees and partners who are currently pregnant or recently delivered.

This program can help make their pregnancy and postpartum journey the best and healthiest experience possible. When expecting employees enroll in the maternity program, they'll have 24/7 support available to help with:

- Creating a birth plan
- Identifying risk factors early, which can reduce preterm birth, low birth weight and C-section
- Coping from a pregnancy loss
- Planning for maternity leave
- Breastfeeding or bottle-feeding advice
- Navigating infant sleep
- Preparing to return to work

The maternity program supports participants during pregnancy and up to one year after delivery for postpartum.





# Parenting and Pediatrics program

Being a parent is one of the most rewarding jobs, but also one of the most difficult. This program offers specialized pediatric support and education for parents who have children 1 to 18 years old.



Employees who have children can access educational content and connect with specialists covering a broad range of expertise. These specialists can offer critical support when it’s needed most so stressful moments are managed more effectively.

Here are some of the ways parents can get support by using this program:

Wide range of topics and conditions	Communities and classes to engage with	Virtual specialists to connect with
Autism	Working parents	Sleep coaches
ADHD	Behavioral challenges	Speech therapy
Potty training	Screen time	Pediatricians
Work-life balance	LGBTQ+ parents	Mental health
Picky eating	Child mental health	Occupational therapists
Adolescence and puberty		Parent coach

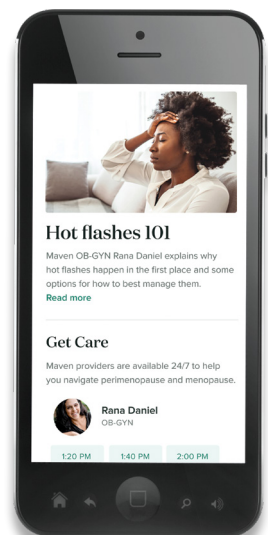
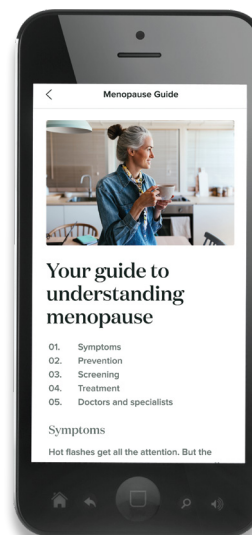
# Menopause program



Menopause can sometimes feel isolating and hard to discuss. About 84% of women in menopause say symptoms interfere with their daily lives.\*

This program provides instant access to expert advice and resources for your employees who are experiencing physical and emotional symptoms related to menopause. Support through this program includes:

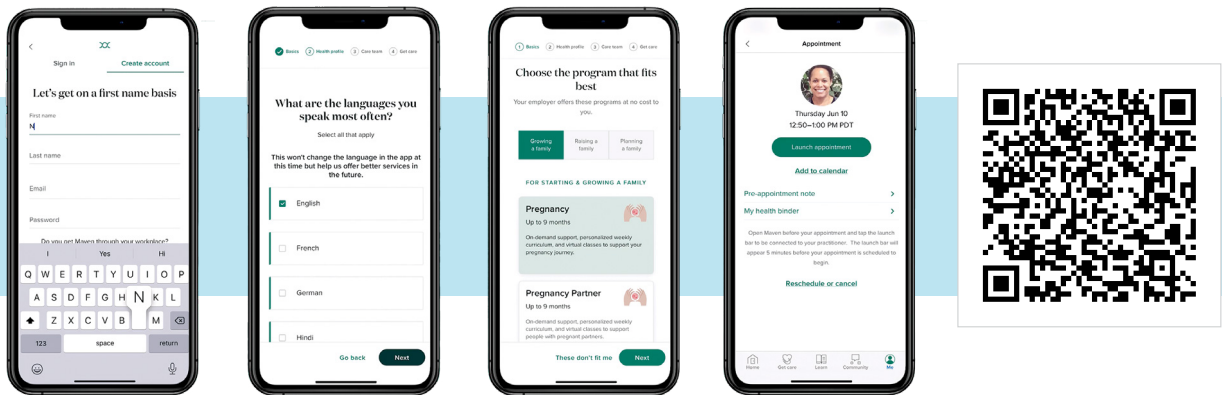
- Early identification of menopause symptoms and treatment guidance
- 24/7 virtual access to a coaching care team specializing in perimenopause, menopause and postmenopause
- Dedicated mental health support
- In-app communities to connect with others in menopause





## See Maven in action

Here's a closer look at Maven's highly engaging, member-first experience. Scan the QR code below to see a Maven demo so you can better visualize the solution. While this is a demo for the maternity program, all programs work the same to be one user-friendly experience.



**READY  
TO HELP**



We're ready to help.

Contact your sales representative or agent today to learn more  
about the Family Building and Women's Health Support Solution.  
Or visit [bcbsm.com/employers](http://bcbsm.com/employers).



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