

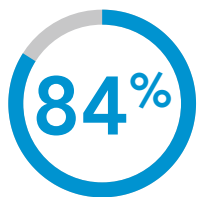


Menopause program

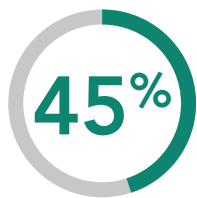
Digital health support through Maven for your employees in menopause

An overlooked phase of life affecting your employees

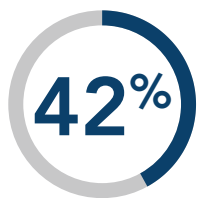
With 6,000 women reaching menopause daily in the United States¹, no one should have to experience symptoms in silence. Hormonal changes during this life phase can result in physical and mental distress.



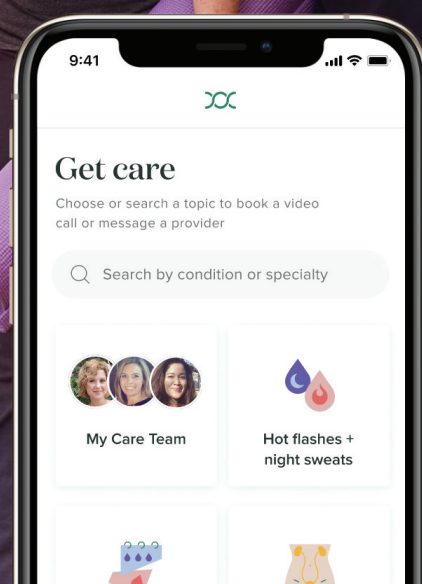
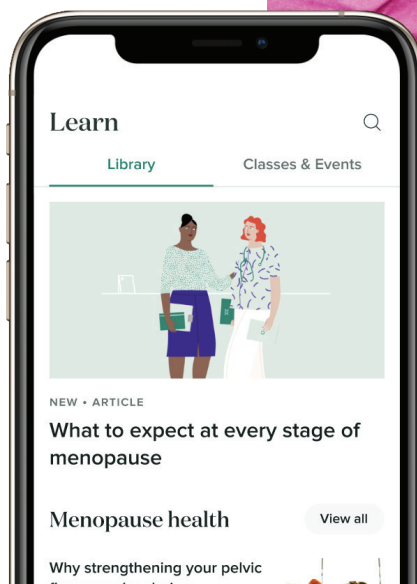
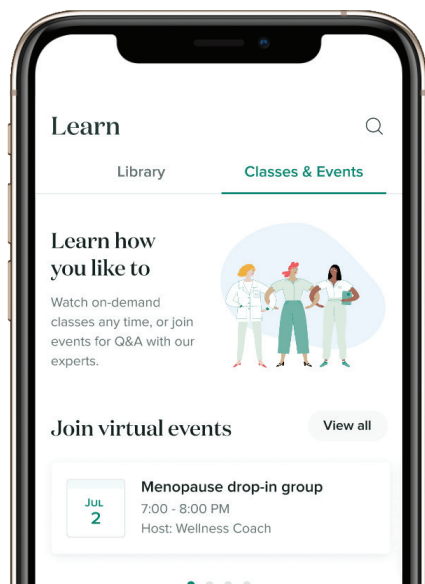
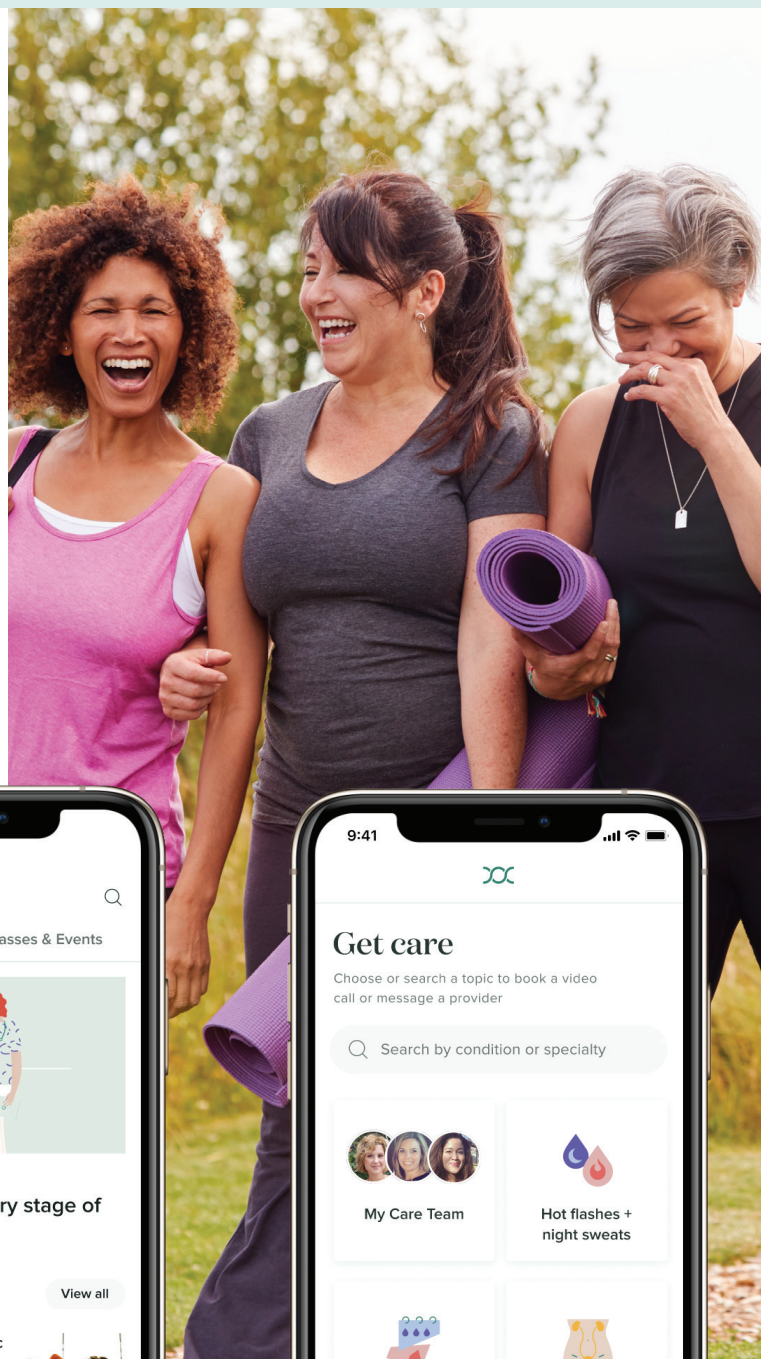
of women in menopause say symptoms interfere with their daily lives²



of women in menopause take sick days due to symptoms³



of women ages 50 to 59 say they've never discussed menopause with their provider⁴



Menopause: A holistic, specialized support program

This program provides instant access to expert advice and resources to your employees 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
- Guided education and in-app communities to connect with others in the same stage of life
- 1:1 mental health support throughout menopause

A complete digital experience

Employees who engage with the menopause program will have access to these key features through Maven:

A care advocate	Personalized resources	24/7 video appointments
<p>A care advocate is matched to each user, based on personal preferences, who can:</p> <ul style="list-style-type: none">• Provide one-on-one support to answer questions• Recommend the right types of care for specific needs• Help find high quality, in-network providers	<p>Users have access to personalized, educational support resources:</p> <ul style="list-style-type: none">• Trustworthy, clinically approved articles• Community forums to engage with others on similar journeys• Classes led by clinical professionals	<p>Participants can schedule video appointments with top-rated coaches:*</p> <ul style="list-style-type: none">• Speak with coaches from clinical specialties, including OB-GYNs, mental health specialists and career coaches• Coaches are available to speak with in more than 35 languages• A chat option is also available

*Maven coaches don't replace in-person care or relationships with established care teams and providers. They're additional resources.

Menopause is a complex journey and a traditionally unsupported phase of life for women. Provide this program to your employees so they know they aren't alone and have 24/7 support.

We're ready to help.

Contact your sales representative or agent today to learn more about the Menopause support program.

¹Fast Company ²Institute For Healthcare Policy & Innovation: University of Michigan ³Business Wire ⁴AARP



The menopause program may also be available for employees who don't have Blue Cross or BCN health plans.

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.