



# Meet Maven. Free virtual support for family building, pregnancy, postpartum, parenting and menopause.



## Maven is there for you every step of the way with personalized programs

### From starting a family

- Navigating fertility treatment options (IUI and IVF support and egg freezing)
- Choosing adoption and surrogacy agencies
- Mental health support while trying to conceive

### And having a child

- Creating a birth plan
- Navigating infant sleep
- Lactation and bottle feeding support

### To navigating parenthood

- Pediatric care
- Choosing the right child care
- Parent coaching

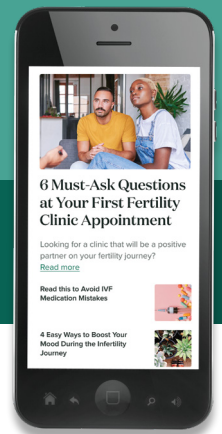
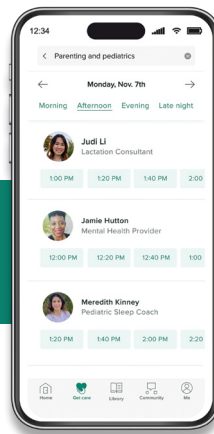
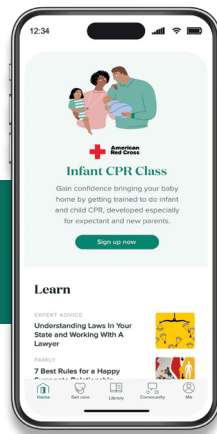
### And managing menopause

- Symptom management
- Treatment guidance
- Pelvic floor specialists

## Don't miss out.

You and your covered partner have access to 24/7 virtual support through different life stages. Everyone's journey is different and it's important to get compassionate care and support personalized for you.

JOIN MAVEN ▶



## With these programs, you get free access to:

**Unlimited video appointments and messaging** with more than 35 types of doctors, specialists and coaches, including mental health specialists, fertility educators, adoption and surrogacy coaches, OB-GYNs, nutrition coaches, lactation consultants, midwives and doulas.\*

**A dedicated care advocate** who can help you find the right provider or coach for your unique needs and be a source of support throughout your journey.

**Personalized, trustworthy resources** such as expert-approved articles, provider-led classes like *Infant CPR*, *Breastfeeding 101* and *Menopause 101*, and access to the Maven community.

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