



# Maternity program

A digital program through Maven that provides personalized care navigation, clinical support and education

Pregnancy is a journey.

We support you through it all.

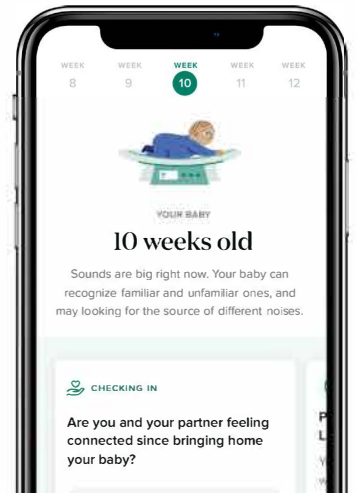
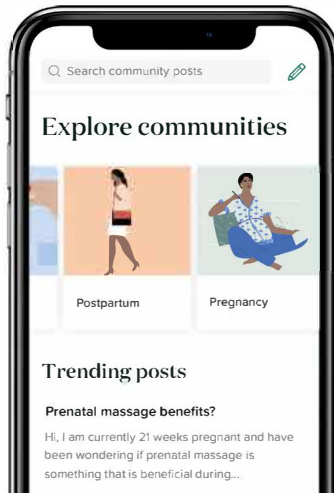
We're working with Maven to ensure anyone on your health plan who's pregnant has the best experience possible as they navigate through the stages of pregnancy and postpartum.

Get started today at [bcbsm.com/mavenfamily](https://bcbsm.com/mavenfamily).



This program provides digital support for pregnancy and postpartum at **no cost**. If someone on your health plan is pregnant, they can download the Maven app and register. Spouses or partners on your plan can also register and participate at **no cost**. The program includes:

- Comprehensive care through prenatal and postpartum time periods
- High-risk pregnancy management
- Early detection for risk factors, which can lead to reduction in preterm birth, low birth weight and C-section
- Guidance for parents with an infant in the NICU
- Support for a loss
- Coaching to prepare for returning to work
- Content and support tools, which are specific to each week of pregnancy



## Key features of the Maven app

Through the Maven app, all participants get full access to:

| A personal 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"><li>• Provide personalized, one-on-one support to answer questions</li><li>• Recommend the right types of coaches for specific needs</li><li>• Help find high quality, in-network providers</li></ul> | <p>Users have access to a library of content personalized to their specific journey:</p> <ul style="list-style-type: none"><li>• Content includes prenatal health, postpartum depression, returning to work with confidence and more</li><li>• Trustworthy, clinically approved articles</li><li>• Community forums to engage with others on similar journeys</li><li>• Classes led by providers that cover a variety of topics</li></ul> | <p>Users can schedule video appointments with top-rated coaches:*</p> <ul style="list-style-type: none"><li>• Speak with coaches from more than 30 clinical specialties, including OB-GYNs, mental health specialists, lactation consultants, nutritionists, doulas and sleep coaches</li><li>• Coaches are available to speak with in more than 35 languages</li><li>• A chat option is also available</li></ul> |

\*Maven coaches don't replace in-person care or relationships with participants' established care teams and providers. They're additional resources to schedule appointments for supplemental care and support.

The program doesn't replace any health care coverage. It's additional support to help along the pregnancy journey.

Visit [bcbsm.com/mavenfamily](https://bcbsm.com/mavenfamily) to get started at no cost.



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



# Menopause program

This digital program through Maven provides personalized care navigation, clinical and emotional support, and education.

## An important phase of life

With 6,000 women reaching menopause daily in the United States<sup>1</sup>, no one should have to experience symptoms in silence. With Maven, you have 24/7 support from early menopause and perimenopause through menopause and postmenopause.

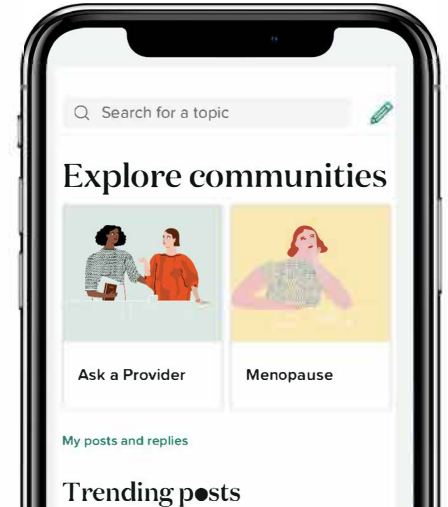
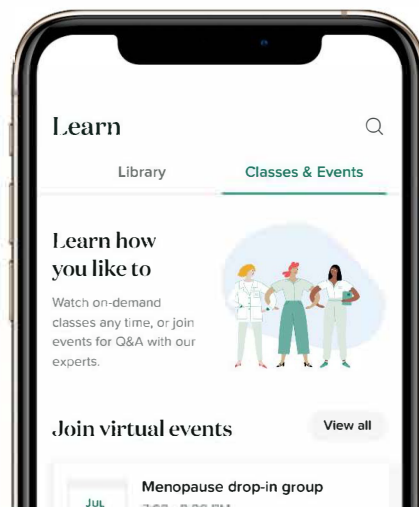
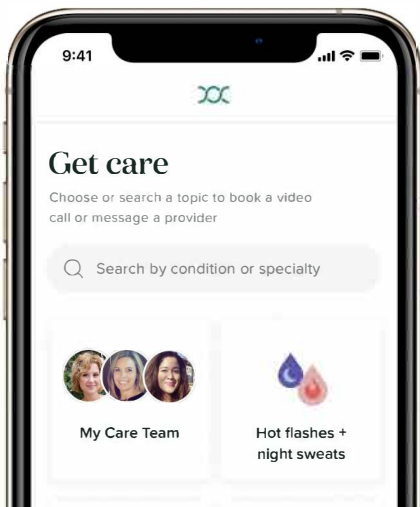
Get started today at [bcbsm.com/mavenmenopause](https://bcbsm.com/mavenmenopause).

<sup>1</sup>Fast Company

## Menopause: A holistic, specialized support program

This **no-cost** program provides instant access to expert advice and resources to anyone on your health plan who's experiencing physical and mental symptoms related to menopause. Support through this program includes:

- Early identification of menopausal 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 the menopausal journey



# A complete digital experience

Through this program, all participants get full access to:

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

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

Menopause is an important stage in a woman's health care journey. You and others on your health plan aren't alone and have 24/7 support.

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