



Making the case to leadership: What your CFO needs to know

Building a stronger business case for family health support

For HR and benefits leaders, making the case to senior leadership requires clear, data-backed evidence that family health benefits drive measurable business outcomes. Supporting employees through the full family journey reduces downstream claims, improves retention, and boosts productivity, all while helping to future-proof your benefits strategy.

Here's how modern family benefits pay off:

01 STRONGER RETENTION

95% of Fertility members and [74% of Parenting & Pediatrics members](#) report feeling more loyal to their employer because of Maven. In addition, over 90% of Maven members return to work, compared to the national average of 57%.

02 IMPROVED PRODUCTIVITY

70% of Maven members say they are more productive at work when receiving support.

03 FEWER HIGH-COST MEDICAL EVENTS

Maven members see up to a [27% reduction](#) in NICU admissions and up to [15% lower C-section rate](#), directly reducing costly claims.

04 HIGHER ENGAGEMENT

With over 15 touchpoints per member per month and a 4.9/5 satisfaction score, Maven's platform is widely used and valued by employees.

Talking points to get buy-in from finance

When presenting family health benefits to finance leaders, the conversation must focus on measurable value, not just employee experience. While the human impact is important, CFOs and budget holders need to see how a solution like Maven helps manage risk, reduce high-cost claims, and protect the bottom line. Anticipating common concerns and responding with confidence and data can make all the difference.

Here are example objections you may encounter, and how to respond effectively:

“We already offer these services through our health plan.”

Yes, but health plans often cover only the basics, like fertility treatment in the case of infertility only or standard maternity care. What they don't offer is the support between the claims—the care navigation, mental health support, and education that prevent high-cost outcomes like NICU admissions or C-sections. Maven fills those critical gaps, lowering costs for the business while improving employee support.

“Can you prove this actually saves money?”

Yes—Maven's model is validated by Milliman and supported by peer-reviewed studies. On average, Maven clients see up to a 27% lower NICU admission rates, 15% lower C-section rate, and up to 30% avoiding fertility treatment altogether, resulting in up to \$5k in savings per member at 2 -4x ROI.

“We need to reduce vendors, not add more.”

With Maven, you're actually consolidating fragmented support—fertility, maternity, pediatrics, menopause—into one platform. That's fewer vendors and fewer administrative hours, not more. Maven integrates with your health plan and doesn't require heavy lift to launch.

“There's no budget this year for new benefits.

Maven is not just a benefit—it's a cost containment strategy. The savings it delivers through fewer high-cost claims and better retention often offset the cost of the platform entirely. See how Maven can drive [measurable ROI](#) for your organization.



CHECKLIST

What your finance team wants to see

Finance leaders need to clearly understand the return on any investment, especially when it comes to benefits. Maven's platform is designed not just to improve care, but to reduce high-cost claims, streamline operations, and increase retention. This checklist outlines the key areas your finance team may be evaluating when assessing new benefits solutions.

What they're looking for

What Maven delivers

Clear cost savings	Milliman-validated model and lower high-cost claims.
Improved outcomes	Demonstrated reductions in avoidable complications and emergency care, such as reduced NICU admissions, fertility treatment avoidance, and C-section rates.
Vendor consolidation	One platform covering reproductive health end-to-end through our Fertility & Family Building, Maternity & Newborn, Parenting & Pediatrics, and Menopause & Midlife Health programs.
Operational efficiency	Fast implementation and low administrative burden.
High employee engagement	Consistent enrollment materials to drive utilization, with usage driving outcomes. Maven has over 15 touchpoints per member per month and a 4.9/5 satisfaction score
Retention and productivity	Higher loyalty, increased productivity, and reduced burnout among working parents.
Compliance and risk mitigation	HITRUST-certified, which protects data and lowers risk exposure.
Real-time reporting	Intuitive dashboards for usage, claims, and cost impact.



Elevate your benefits strategy with Maven

As the demands on working parents continue to grow, it's clear that standard, in-person health plans alone are no longer enough. Financial services organizations that want to stay competitive, attract top talent, and manage rising costs must take a more comprehensive approach to family health that focuses on each employee as a whole person and utilizes digital tools to individualize and optimize care.

Modern benefits platforms like Maven deliver measurable ROI by reducing costly claims, improving retention, and supporting employees through life's most complex and personal moments. With leading financial services companies already making the shift, the opportunity to act is now.

Ready to see the impact
for yourself?

Connect with our team for a personalized
impact estimate.