MAVEN

FOR BENEFITS LEADERS

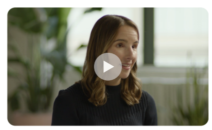
Your guide to navigating CFO benefits questions

What they'll ask and how you'll answer

A well-designed family and fertility benefit reduces claims costs, prevents unnecessary and expensive treatment, and drives measurable returns in employee retention — but only if it clears the **CFO's desk first.** Finance leaders need a business case that's defensible, phased, and grounded in data.

Organizations working with Maven see **2–4x clinical ROI** through improved health outcomes, avoidable costly interventions and stronger retention. That's aligned with compounded cost savings, **including up to $9,600 saved per birth.**

When evaluating any benefit, these are the questions CFOs will be asking — and how benefits leaders can show up at the board room prepared to answer with confidence. Use this as your cheat-sheet, and watch Maven's CFO Katie Rooney walk through a successful pitch in the full Fertility Benefits Masterclass.



WATCH NOW

Building a business case and measuring ROI →

Q1

"What savings or costs can we expect in years one to three — and when will we actually see ROI?"

The foundation for cost savings is built in year one, but most measurable returns show up in years two and three as employees move through fertility treatment and pregnancy. This is a phased story, not an immediate payoff — and that framing matters.

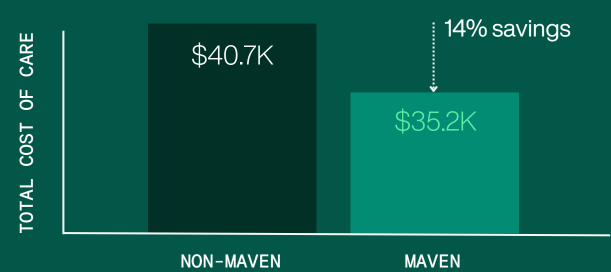
Cost savings starts in year one, through clinical navigation that steers employees away from expensive IVF cycles and early interventions to prevent high-cost claims. Results compound in years two and three, as employees move through fertility to pregnancy and post-partum care. With Maven, maternity costs drop 10-15% on average, and NICU admissions fall up to 27%.

$ Maven clients see up to $9,600 in savings per birth.

HOW TO PREPARE

Bring a phased model, and ground projections in your own claims data alongside Maven's benchmarks. The cost of not acting is measurable too — average unmanaged pregnancy costs employers $50,000+.

$5.5K in savings per-member

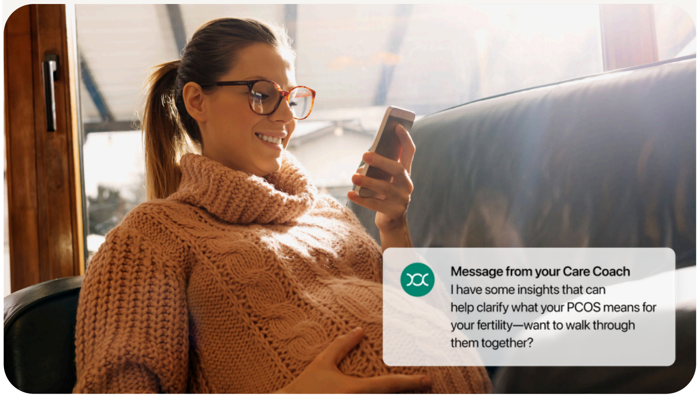


Q2

"What's the utilization rate? Are we paying for something only a few people will use — and how do we manage cost exposure?"

Fertility benefits are typically utilization-based, meaning you pay as employees use them. The goal isn't low uptake — rather guiding employees to the right care at the right time. Rather than reaching for expensive interventions like IVF, employees can engage in less intensive care pathways. In fact, 30% of Maven fertility members achieve pregnancy without any treatment at all. This reduces unnecessary escalations before they hit your claims.

HOW TO PREPARE
Model utilization scenarios alongside clinical pathway data — not just headcount. The question for your CFO isn't "how many people will use this?" It's "what care are they being directed toward, and does that reduce cost exposure over time?" A strong partner should help you build that case before you walk into the room.



Q3

Will this vendor grow with us — across regions, regulations, and changing workforce needs?

Your business will look different in three years. Your benefits partner needs to be agile, too — with a platform that adapts to new markets, new legislative mandates, supports global expansion, and personalizes care as your workforce evolves. Innovation also means staying ahead of clinical best practices, not just adding product features.

HOW TO PREPARE
Present their roadmap, not just their current capabilities. Your benefits partner should be evolving their care model too, staying ahead of clinical best practices and workforce trends. Leadership wants to know a partner is planning for the future.

Q4

"Will this vendor act as a true strategic partner — or just a transactional one?"

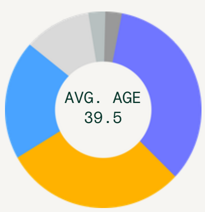
A transactional vendor delivers at launch and goes quiet. A strategic partner provides dedicated account support, robust reporting, and consultative guidance throughout the program — helping you interpret data, drive appropriate utilization, communicate healthcare savings to leadership, and adjust your strategy as your workforce changes.

Maven doesn't hand you a dashboard and walk away. Dedicated account support means your data gets interpreted, not just delivered. When engagement is low in a specific segment, you get a plan to close the gap, not a PDF explaining why the gap exists.

ELIGIBLE MEMBERS

MEMBERS ELIGIBLE FOR CARE
26.8k

FEMALE
50%



HOW TO PREPARE

Ask your potential partner to walk you through how they support benefits teams post-launch — not just during implementation. Look for evidence of proactive program management, not just reactive support.

Maven is a vendor that knows where the gaps are, and the plan to close them. Remember, CFOs trust leaders who bring data, not just program updates. In the example below, here's how the alias Rosebud Motel stacks up against their industry peers and others in their book of business:

ROSEBUD MOTEL · INDUSTRY PEERS · BOOK OF BUSINESS

DEMOGRAPHICS

FEMALE
1.1%
1.1% INDUSTRY
1.0% BoB

MALE
0.1%
1.1% INDUSTRY
1.0% BoB

FEMALE AGE GROUP

	UNDER 35	35 AND OVER
Rosebud Motel	2.0%	1.8%
Industry Peers	1.8%	2.0%
Book of Business	2.1%	2.1%

REPORTING GROUPS*

CORPORATE & BUSINESS	2.2% (50/2300)
TECHNOLOGY & PRODUCT	1.4% (60/4100)
FULFILLMENT CENTER	0.8%(40/4500)
TEXAS	1.1% (9/800)

Supporting employees through the full family journey reduces downstream claims and helps to future-proof your benefits strategy. Start here, and dive deeper into the financial frameworks and proof points behind every answer in this guide to **Building a Stronger Business Case for Family Health Support**.