

Deutsche Bank sets the new standard for women’s and family health care with Maven

Deutsche Bank enhances its industry-leading benefits with Maven, providing comprehensive clinical, emotional, and financial support for employees at every life stage.



INDUSTRY

Financial services

NUMBER OF ASSOCIATES

7,000 U.S. employees

MAVEN PRODUCTS

[Fertility & Family Building](#)
[Maternity & Newborn Care](#)
[Parenting & Pediatrics](#)
[Menopause & Midlife Health](#)

622

Maven sign-ups

36,356

interactions with Maven, with 40% of appointments occurring after business hours

56%

of Deutsche Bank employees on Maven seek support for their first pregnancy

27%

of employees using Maven identify as male

4.9/5

average appointment satisfaction rating

2.6x

clinical and business ROI

THE CHALLENGE

Deutsche Bank has long been committed to providing best-in-class benefits to its employees, particularly in supporting working parents and families. Already offering robust financial coverage for fertility treatment, egg and sperm freezing, surrogacy, and adoption, the company recognized the need to complement their financial support with care navigation and guidance throughout the full family journey. Additionally, as menopause conversations became more mainstream, they sought a solution to provide impactful resources for their employees in this stage of life.

With a diverse workforce that leans male, Deutsche Bank prioritized solutions that could support all employees equally—including fathers and caregivers—with a seamless, culturally competent experience.



“I would 100% recommend Maven to other benefits leaders. If you’re looking for a partner that is specialized in women’s and family health and provides value to your employees by helping them navigate the complexities of starting and raising a family, Maven is best in class.”

Jackie McNeil, Head of Benefits for the Americas, Deutsche Bank



THE SOLUTION

In Jan. 2024, Deutsche Bank transitioned away from its previous benefits vendor and launched Maven’s Fertility & Family Building, Maternity & Newborn Care, Parenting & Pediatrics, and Menopause & Midlife Health programs through Aetna, their health plan TPA. They coupled this support with industry-leading parental leave, offering up to 26 weeks of paid leave for birthing parents and 16 weeks of paid leave for non-birthing parents (including those who adopt), as well as flexible scheduling and remote work options for the first 12 months after birth or adoption.

Through Maven, Deutsche Bank employees get 24/7/365 access to Maven’ virtual provider network, offering them essential care throughout their reproductive health journeys. The most popular Maven specialists among Deutsche Bank employees include mental health specialists, career coaches, reproductive endocrinologists, and reproductive nurses. Because providers offer care in over 35 languages and come from diverse backgrounds, they’re able to offer Deutsche Bank employees culturally competent care, whenever and wherever they need it.

“We’re always thinking about ways that we can better our employee experience, and our employees rave about Maven. The 24/7 access to a diverse range of providers has made it easier for our employees to feel supported with quality care navigation and advice.”

Jackie McNeil, Head of Benefits for the Americas, Deutsche Bank

THE RESULTS

Since launching Maven in 2024, Deutsch Bank has seen high utilization by employees, with over 600 enrollments and over 110 interactions per member. Driving this utilization is a strong enrollment strategy. Deutsche Bank works with Maven to consistently promote their family support through multiple touchpoints, including monthly email campaigns, quarterly webinars, direct mailers, custom brochures, promotion through their Global Wellbeing Hub, and referrals from Aetna’s customer support.

Feedback has been overwhelmingly positive among Deutsche Bank Maven members, with a nearly-perfect appointment satisfaction rating of 4.9 out of 5. Employees have especially valued Maven’s career coaching services. The high demand for this support through the platform enabled Deutsche Bank to consolidate their caregiver career coaching services exclusively through Maven.

In partnering with Maven, Deutsche Bank doubles down on their commitment to helping employees maintain work/life balance, stay financially secure, and feel supported along their family journey.



“My Maven providers are so helpful. I’m so grateful to have access to such a knowledgeable and empathetic community of providers through Maven.”

Deutsche Bank Maven Member

Find out how Maven can help your organization

Maven is the leading women’s and family health company for organizations looking for inclusive family care for all associates, no matter their path to and through parenthood. **Contact us today** to find out more about how we can support families in your organization.

- Request a demo
- View case study on web