

How Elevance Health achieves measurable ROI and advances equitable family health access with Maven

Elevance Health partnered with Maven to deliver equitable, end-to-end family health support—improving outcomes, reducing costs, and achieving an estimated 4.2x clinical and business ROI across the workforce.

INDUSTRY

Healthcare

NUMBER OF ASSOCIATES

104,000+ associates

MAVEN PRODUCTS

[Fertility & Family Building](#)

[Maternity & Newborn Care](#)

[Parenting & Pediatrics](#)

[Menopause & Midlife Health](#)

[Maven Wallet](#)

8,203

Maven program activations

24%

estimated reduction in NICU admission rates

\$4.6K

per-member savings

83%

estimated increase in productivity at work

4.9/5

average appointment satisfaction rating

4.2x

estimated clinical and business ROI

THE CHALLENGE

Elevance Health’s Whole Health benefits strategy is designed to give every associate personalized support that integrates physical, behavioral, and social needs. But as family and reproductive health needs grew more complex, the organization sought tools that could keep pace with their associates’ lives. Elevance Health saw clear opportunities to improve outcomes, strengthen health equity, and deliver more consistent support across every stage of the family journey.

At the same time, rising maternity- and family-health–related costs increased pressure to invest in solutions that could deliver measurable ROI. Some associates faced gaps in coverage for essential services like doula care, while others needed more comprehensive support across fertility, pregnancy, postpartum recovery, parenting, and midlife care. Elevance Health needed a unified partner that could improve outcomes, reduce unnecessary utilization, and align with its commitment to advancing health equity.



“Every touchpoint with a Maven provider represents one less medical claim. Being able to show the impact on avoidance of care is just incredible.”

Lara Houseman, Benefits Design Director, Elevance Health



THE SOLUTION

In 2022, Elevance Health launched Maven’s full suite of programs to address these challenges—providing associates with on-demand access to specialized clinicians, mental health providers, and dedicated care advocates. This model aligned closely with Elevance Health’s Whole Health philosophy, delivering personalized, 24/7 support that simplified navigation, reduced acute care needs, and empowered associates to participate more actively in their health decisions. Over time, Elevance Health expanded its use of Maven Wallet to include adoption, surrogacy, donor material reimbursement, and more recently, doula coverage for Puerto Rico, closing a persistent regional equity gap.

Maven’s virtual care model complemented Elevance’s commitment to improving access across populations by allowing associate participation regardless of medical plan enrollment. These features made the benefit especially valuable to associates managing complex family-building journeys or facing barriers to in-person care.

One Elevance Health member shared, “An incredibly high-value visit. My provider gave me actionable next steps, recommendations for who to meet with, and intuitively adapted my care plan to support my mental wellbeing.” This type of personalized experience reinforced the value of Maven’s integrated platform.

Elevance Health also partnered closely with Maven to drive awareness and enrollment among associates, partnering with Maven on email campaigns and topical webinars and promoting the benefit through its intranet and internal benefits site. This multichannel communication strategy led to significant spikes in engagement and helped normalize Maven as a key component of Elevance Health’s broader wellbeing ecosystem.

“I’m excited to show the impact of Maven to my leadership. We invest in this benefit, but we get back what we’re investing tenfold.”

Lara Houseman, Benefits Design Director, Elevance Health

THE RESULTS

Since launching Maven, Elevance Health has achieved strong clinical improvements and meaningful cost savings, resulting in an estimated 4.2x business and clinical ROI. In the second year of the partnership alone, Maven delivered \$2.4 million in total savings, including \$1.3 million in medical savings through reduced NICU admissions, fewer C-sections, avoidance of emergency department visits, and improved mental health outcomes. Members also reported longer breastfeeding durations and greater clarity around pregnancy warning signs, reinforcing Maven’s impact on long-term health trajectories.

Elevance Health also realized \$1.1 million in productivity gains, with 83% of members reporting increased productivity and 56% crediting Maven with influencing their return to work. These outcomes reflect not only medical cost savings but also the broader organizational benefits of helping associates feel supported, informed, and confident throughout major life transitions.

Maven strengthened Elevance Health’s commitment to benefits equity. Associates can access Maven without copays or having to enroll in a medical plan, ensuring the benefit reaches employees across income levels and job types. High utilization of Maven Wallet—especially for donor material—revealed previously unmet needs in family-building support, while the addition of Maven Wallet for doula care in Puerto Rico brought meaningful parity to a population that didn’t previously have this type of coverage.



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Elevance Health 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.

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[View case study on web](#)