

# Gwinnett County strengthens employee wellbeing with Maven’s women’s and family health support

Gwinnett County’s commitment to providing best-in-class care across their employees’ reproductive health journeys resulted in high engagement, stronger health outcomes, and an estimated 5.1x ROI.



## INDUSTRY

Public sector

## NUMBER OF ASSOCIATES

5,600+ U.S. employees

## MAVEN PRODUCTS

[Fertility & Family Building](#)

[Maternity & Newborn Care](#)

[Parenting & Pediatrics](#)

[Menopause & Midlife Health](#)

[Maven Wallet](#)

731

Maven sign-ups

30%

estimated reduction in C-section delivery rates

23%

of Maternity members report benefiting from improved mental health

71%

estimated increase in productivity at work

4.95/5

average appointment satisfaction rating

5.1x

clinical and business ROI

## THE CHALLENGE

Gwinnett County Government has long prioritized employee wellness, offering award-winning programs to support employees’ physical and emotional health. The benefits team is always looking for new ways to support the health of each employee within their diverse workforce. So, when an employee at a countywide Q&A session asked about whether Gwinnett would consider offering family planning benefits, the team saw an opportunity.

With growing interest from their employees, Gwinnett recognized how expanding support for employees navigating family building and pregnancy could strengthen employee recruitment, retention, and morale. Though existing resources through health plans and employee assistance programs provided some coverage, they lacked the comprehensiveness, accessibility, and personalization Gwinnett hoped to offer their teams. They recognized the importance of a benefit that was easily accessible to all employees 24/7/365—whether it’s an employee working a night shift or someone with a pregnancy question outside of doctor’s office hours. As HR Division Director Karissa Calvert explained, “We weren’t trying to check a box to say that we offer these benefits. We actually wanted it to be meaningful.”



“No matter what age, race, sex, religion, there’s something in Maven for every one of our employees in every part of life. Employees have said that if it weren’t for Maven’s support, they don’t know how they would have made it through the postpartum period.”

Karissa Calvert, HR Division Director, Gwinnett County Government



## THE SOLUTION

Gwinnett partnered with Maven in 2022 to offer the Fertility & Family Building and Maternity & Newborn Care programs with financial coverage through Maven Wallet. Gwinnett saw employees quickly leveraging the benefit and sharing powerful stories about the value of the support from Maven.

“As a first time parent, I felt incredibly lost, and unsure about most things regarding parenthood,” says one Gwinnett employee. “The resources provided from Maven, including on-demand videos, articles, the weekly tidbits with quizzes, and around-the-clock access to providers was such a gift. Both the pregnancy program, and now the postpartum program has been amazingly helpful.”

With this initial success, and with the goal of supporting employees along their entire reproductive health journey, Gwinnett expanded to Maven’s full suite of services. They added Parenting & Pediatrics in 2023 and Menopause & Midlife Health with Maven Wallet in 2024.

Leaders recognized that family health doesn’t end at childbirth. Parents benefit from on-demand pediatric care and parenting support, and employees in midlife would value resources helping them navigate their health. Expanding benefits also created more opportunities for their male employees to take advantage of the resources available—supporting them through growing their family, parenting, midlife, and more.

Maven’s breadth of support also helped Gwinnett create a better benefits experience. Gwinnett evaluated multiple vendors before ultimately selecting Maven, recognizing its ability to deliver wraparound support, advocacy, and care across every stage of reproductive and family health. Rather than asking employees to navigate individual, disconnected point solutions, Gwinnett chose Maven’s single platform, where employees can access personalized, on-demand women’s and family health care, 24/7.

“There’s never a one-size-fits-all answer to wellness. Some people have needs in parenting, others in menopause. Expanding with Maven helped us provide exceptional care for everyone.”

Karissa Calvert, HR Division Director, Gwinnett County Government

## THE RESULTS

Since launching Maven in 2022, Gwinnett has seen high utilization by employees, with over 700 enrollments and over 470 interactions per member on average. This utilization is thanks to a strong partnership between Gwinnett and Maven on enrollment and engagement strategies. With regular emails to employees, direct mailers, a Maven presence at Gwinnett’s well-attended wellness fairs, lunch and learn Maven webinars, and the integration of Maven into the county’s central benefits hub, employees have many opportunities to learn about how to utilize the family health benefits available to them. These efforts have helped to normalize the benefit for all employees—including men, who have increasingly enrolled to access support for their own health and parenting needs, 29% of Gwinnett employees using Maven identify as male.

As a result of the partnership, Gwinnett has seen a measurable impact on employee health outcomes and healthcare costs. Across the employee base, they’ve seen an estimated 23% reduction in NICU admission rates, an estimated 30% reduction in C-section delivery rates since implementing Maven, as well as an estimated 71% increase in productivity at work. Together, Maven has delivered an estimated 5.1x business and clinical ROI for Gwinnett.

In addition, employees have reported high satisfaction with their Maven experience. Gwinnett Maven members rank appointment satisfaction 4.95 out of 5 and regularly share positive testimonials about their experiences.



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Gwinnett County 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](#)