

A care-driven health plan knows best: *Sana Benefits chooses Maven for proven maternity outcomes*



Sana Benefits, a health plan and care delivery company, has partnered with Maven since 2019 to expand access to high-quality maternity care. By embedding Maven’s 24/7 virtual clinic within its plan design, Sana helps employer clients lower unexpected maternity costs while providing members with whole-family, compassionate support throughout pregnancy and postpartum.

INDUSTRY

Health insurance & care delivery

TOTAL SANA CLIENTS

1,500+

MAVEN PRODUCTS

Maternity & Newborn Care

“We’ve had a much closer look at all our vendor partnerships to make sure they’re truly driving value and cost effectiveness—there’s really been no question that Maven does both.”

Krista Fox, Network Operations Manager, Sana Benefits

Predicted Cost Savings

Sana’s engagement patterns align closely with Maven’s Book of Business benchmarks, pointing to strong ROI across four key clinical cost drivers.

	NICU avoidance	C-Section reduction	ED avoidance	Mental health support
Leading Indicator	Average touchpoints per member: 229	Members whose delivery plan was influenced by Maven or had an appt with a doula: 31%	Members who had a Maven OB-GYN or Care Advocate appointment: 72%	Members who had a Maven mental health provider appointment: 17%
Why it matters <small>Based on Maven’s peer-reviewed research</small>	24% reduction in preterm birth risk per hour of Maven engagement ¹	Education on vaginal delivery benefits & birth plans has been shown to reduce c-sections	OB-GYN and Care Advocate engagement increases members’ ability to avoid in-person care through rapid e-triage and navigation ²	Members who engage with our mental health providers are 11x more likely to say Maven helped them manage their mental health ³
Projected savings	\$762 per member	\$137 per member	\$288 per member	\$566 per member

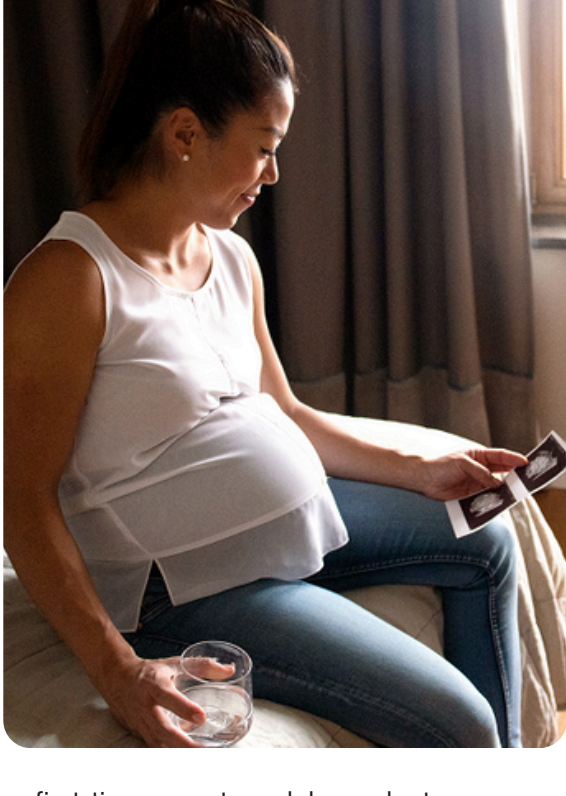
Note: These estimates reflect directional savings for each outcome category. Additional cost savings are realized across other clinical and business outcomes, including productivity and return-to-work.

THE CHALLENGE

Containing high-cost maternity claims for small employers

Sana Benefits is a health plan and care delivery company built to make quality healthcare affordable for small and mid-size businesses, groups that are especially vulnerable to rising claims costs. Alongside level-funded, employer-sponsored health plans, Sana offers Sana Care—its clinical front door that connects members to primary care, navigation, and a curated set of high-quality, in-network partners like Maven.

One of Sana’s guiding principles is a plan design approach that delivers measurable ROI, so the team regularly analyzes health trends across its member base to identify cost-saving opportunities. Maternity care quickly surfaced as a major driver of spend. Unexpected spikes in NICU admissions and C-section rates were creating volatility in renewal costs. For some Sana clients with as few as 10 employees, a single high-cost maternity case could significantly affect plan performance.



At the same time, Sana recognized that a large portion of its members were first-time parents and dependents, a population more likely to experience complications and costly care episodes without proper guidance. When exploring maternity solutions, Sana’s goal was to find a whole-person, clinically grounded partner that could integrate seamlessly within its plan design, “We were very intentional about choosing a service that could benefit everyone touched by the pregnancy journey, not just the person giving birth,” explains Agata Kowalski, Head of Partnership Operations at Sana Benefits. “That family support is so important to overall outcomes.”

Sana was founded to fix what’s broken in U.S. healthcare, especially for small businesses facing rising costs and fragmented care. Maternity quickly emerged as both a human and financial priority, and the team wanted to help its broker partners demonstrate value to employers by offering a differentiated, outcomes-driven maternity solution.

“We want to make healthcare easier to use, more affordable, and centered on the whole person. Maven shares that mission.”

Krista Fox, Sana Benefits



THE SOLUTION

A cost-saving maternity solution built for the entire family

To address these challenges, Sana integrated Maven’s Maternity & Newborn Care program into Sana Care. Within this experience, Maven serves as a specialized extension for maternity care, delivering 24/7 virtual clinical support throughout pregnancy, postpartum, and return to work. This connected model is what enables higher engagement, better navigation, and stronger outcomes for members.

Through Maven, Sana members receive personalized, continuous care from a dedicated Care Advocate and more than 30 provider types. Members can book video visits anytime, including evenings and weekends, to get real-time guidance that helps prevent complications and ease stress during and after pregnancy. Krista Fox shared that connecting members with these specialists has made an immediate difference: “Traditional health plans don’t cover doulas, and lactation consultants can be hard to find. Maven makes access to care much more seamless for our members.”

And Sana benefit employees agree. “As a first-time mom and new member, one of the first things I did was set up a virtual call with Maven. My Care Advocate walked me through all the benefits I can access during pregnancy and even postpartum. For \$0, I have unlimited access to OB-GYNs, doulas, midwives, lactation consultants, and classes. Knowing I have this level of support is priceless,” says one.

Maven’s model complements Sana’s plan design philosophy—closing gaps traditional health plans can’t cover while helping employers manage both medical and emotional aspects of maternity care. Sana’s focus on supporting the entire family proved right: engagement data showed strong uptake from non-birthing parents seeking education and emotional support throughout the pregnancy journey. “We saw real interest from non-birthing parents asking how they could use Maven,” says Kowalski. “It showed us the support truly extends to the whole family.”

Maven also helps managers prepare for employee leave and return-to-work transitions, supporting workforce stability and retention across Sana’s employer base. A less obvious, but increasingly invaluable benefit, has been how this support helps employers plan for leave, reduce disruption, and strengthen retention—proving that comprehensive maternity care delivers business impact, too.

“Maven has made the maternity journey for our members feel less overwhelming and more supported. The 24/7 access to care, especially after hours, has been a game-changer.”

Agata Kowalski, Senior Director of Operations, Sana Benefits

THE RESULTS

Measurable value for employers and members

Since launch, Maven has become one of Sana’s most engaged virtual benefits, delivering measurable clinical and business impact. For Sana, partnering with Maven has made it possible to offer small employers access to high-quality maternity resources that would otherwise be costly or unavailable altogether.

By embedding Maven’s Maternity & Newborn Care program directly into plan design, Sana gives members 24/7 access to care, helping businesses provide comprehensive maternity support to their teams. This is particularly impactful in regions like Texas, where access to specialized providers such as doulas and lactation consultants can be limited.

Even Sana’s own benefits leaders have experienced the personal impact of Maven. “It made me feel more competent as a mom,” Fox shares. “You have all these big feelings, but Maven helps you trust yourself and know you’re not alone.”

Agata Kowalski adds, “Maternity support isn’t just about the baby, it’s about giving parents peace of mind, which translates to healthier families and lower costs for employers.” Maven’s leading indicators correlate with fewer high-cost complications, helping Sana achieve predictable, sustainable savings for employers.

Data that predicts better outcomes—and lower costs

High engagement with Maven’s maternity program is a leading indicator of strong ROI—driving measurable reductions in preterm birth, NICU admissions, and C-section rates.

Engagement	Top content	Top providers
<ul style="list-style-type: none">101,819 total touchpoints9,197 interactions with digital care2,845 interactions with care teamAverage 19 monthly touchpoints	<ul style="list-style-type: none">Newborn Care 101Breastfeeding 101Infant CPR 101Childbirth Education 101Ask a pediatric sleep coach anything!	<ul style="list-style-type: none">Lactation ConsultantOB/GYNDoulaPediatricianMental Health
Each hour spent on Maven reduces preterm birth risk by 2%. For those who developed complications, the impact doubles to 4% per hour of engagement. ¹	Completing Maven’s Childbirth Education 101 Class lowers preterm birth risk by 44% and NICU admission by 39%.	Members with 2+ doula appointments have a 15% reduction in C-section risk and 55% reduction for black members. ⁴

INNOVATION SPOTLIGHT

Maven’s NICU Support Program addresses one of Sana’s earliest challenges: high-cost NICU stays. Nearly one in ten babies spend time in a NICU, with average costs exceeding \$77,000 per stay, and research shows that up to 25% of NICU days occur after babies no longer need intensive-level care. Maven’s program helps families transition smoothly from hospital to home, with personalized discharge plans, 24/7 access to NICU experts, and continued home support to reduce readmissions.

By extending Maven’s care to these complex cases, Sana can offer its clients an even more comprehensive solution.

EXPECTED OUTCOME

\$5,500 in savings per family who engage in our NICU support program, driven by an **8% reduction in NICU length of stay**

LOOKING AHEAD

A partnership built to grow

As Sana expands its national footprint and scales its virtual primary care platform, Sana Care, Maven remains a cornerstone partner for family-centered care.

When Maven previewed its next-generation maternity enhancements—like tech-enabled early risk identification, in-app programs for high-risk members, and a dedicated NICU Support Program, Sana’s team was enthusiastic. It was immediately clear that Maven’s proven solution is becoming even more clinical, deepening its ability to drive better outcomes at scale and deliver measurable impact for families and employers alike.

“Real-time insights from wearable data will be incredibly helpful for the maternity population. And a designated NICU program will empower families to ask questions and understand discharge milestones. These are all things our clients could benefit from,” Krista Fox explains. Sana’s team shared that they’ve stuck to Maven’s core maternity services because they have always been so impactful on their own. But they’re now excited to begin highlighting Maven’s latest technology and clinical interventions, which will only make the platform better.

These innovations will further strengthen Sana’s mission to deliver better healthcare for small to mid-size employers—helping businesses manage costs and families thrive. Maven is proud to be part of that journey and looks forward to continuing this partnership for years to come.

“Maven is one of my favorite partners to work with because what you do matters. Maternity care has been stuck in the past for too long, and Maven is bringing it into the future.”

Agata Kowalski, Sana Benefits

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

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1. <https://journals.sagepub.com/doi/10.1177/205550701641277037>
2. <https://www.mir.org/2023/1e43180/>
3. <https://www.frontiersin.org/journals/digital-health/articles/10.3389/dgth.2023.1159525/full>
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