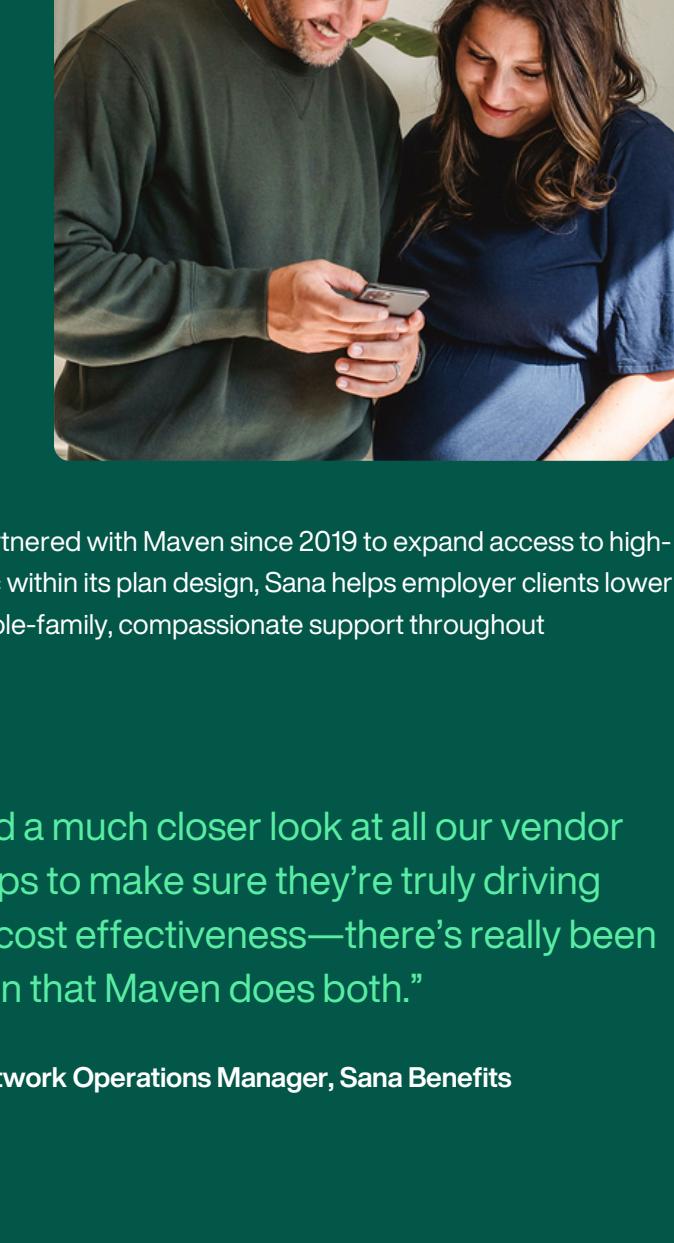


# A care-driven health plan knows best: *Sana Benefits chooses Maven for proven maternity outcomes*



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
<b>Leading Indicator</b>	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%
<b>Why it matters</b> Based on Maven's peer-reviewed research	2.4% reduction in preterm birth risk per hour of Maven engagement <sup>1</sup>	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 <sup>2</sup>	Members who engage with our mental health providers are 11x more likely to say Maven helped them manage their mental health <sup>3</sup>
<b>Projected savings</b>	<b>\$762</b> per member	<b>\$137</b> per member	<b>\$288</b> per member	<b>\$566</b> per member

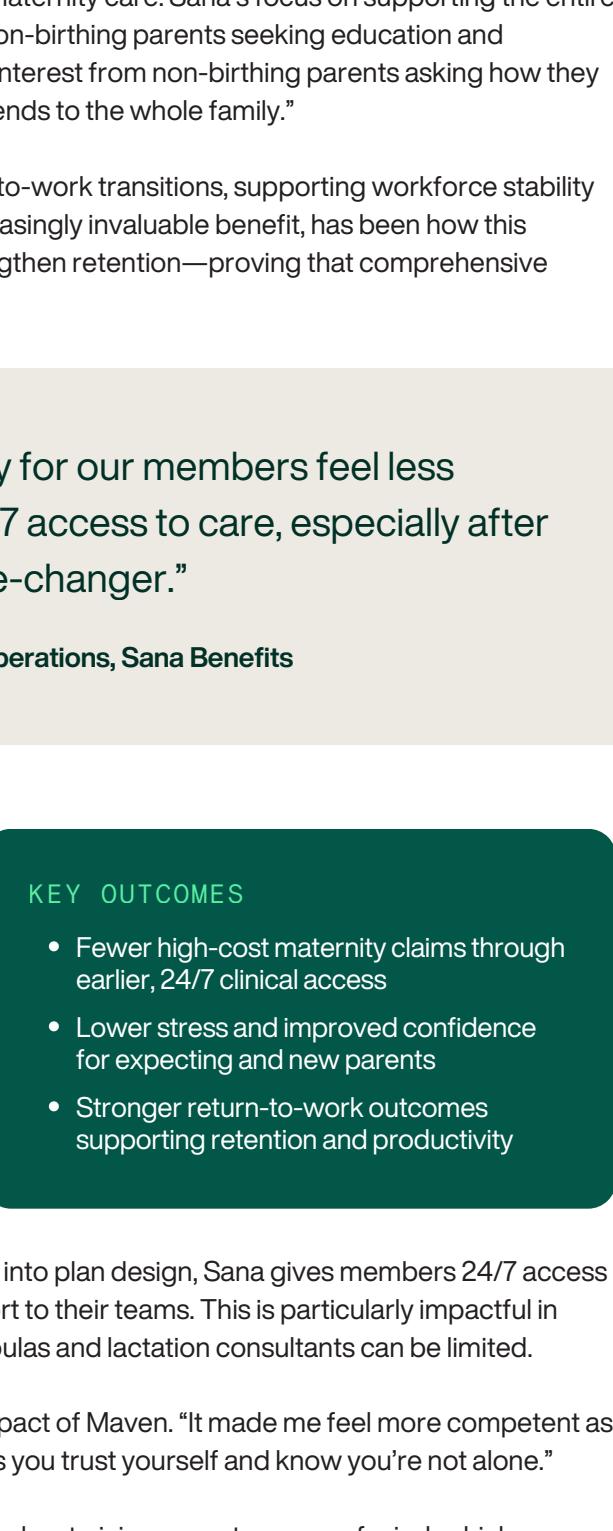
Note: These estimates reflect directional savings for each outcome category. Additional cost savings are realized across other clinical and business outcomes, including productivity and return-to-work.

## 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."**

## 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, in-network partners like Maven.

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.

## KEY OUTCOMES

- Fewer high-cost maternity claims through earlier 24/7 clinical access
- Lower preterm birth risk by 44%
- For expecting and new parents
- Stronger return-to-work outcomes
- Supporting retention and productivity

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**

## Find out how Maven can help your organization

Maven is the leading virtual care and clinical support platform for women's and family health.

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 parenthood.

Contact us today to learn more about how we can support families in your organization.

[Request a demo](#)

[View other case studies](#)

<sup>1</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177205/>

<sup>2</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177209/>

<sup>3</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177206/>

<sup>4</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177208/>

<sup>5</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177207/>

<sup>6</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177203/>

<sup>7</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177202/>

<sup>8</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177201/>

<sup>9</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177200/>

<sup>10</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177201/>

<sup>11</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177202/>

<sup>12</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177203/>

<sup>13</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177204/>

<sup>14</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177205/>

<sup>15</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177206/>

<sup>16</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177207/>

<sup>17</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177208/>

<sup>18</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177209/>

<sup>19</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177210/>

<sup>20</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177211/>

<sup>21</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177212/>

<sup>22</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177213/>

<sup>23</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177214/>

<sup>24</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177215/>

<sup>25</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177216/>

<sup>26</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177217/>

<sup>27</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177218/>

<sup>28</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177219/>

<sup>29</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177220/>

<sup>30</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177221/>

<sup>31</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177222/>

<sup>32</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177223/>

<sup>33</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177224/>

<sup>34</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177225/>

<sup>35</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177226/>

<sup>36</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177227/>

<sup>37</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177228/>

<sup>38</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177229/>

<sup>39</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177230/>

<sup>40</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177231/>

<sup>41</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177232/>

<sup>42</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177233/>

<sup>43</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177234/>

<sup>44</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10177235/>