

One Liners & Quarter Pager

One Liners

Everything your employees need to know about Maven. Post this on your benefits portal or HR-owned platforms and webpages.

- Meet Maven, 24/7 virtual support for you and your family's future.
- Maven is the personal health platform made to help you and your family navigate Fertility and
- Family Building, Maternity and Newborn Care, Parenting and Pediatrics and Menopause and Midlife Health.
- Maven offers expert virtual care for you and your family's health goals, available 24/7 through your benefits.

Quarter Pager

If you're working with a limited amount of space, but would like to spread awareness about Maven—we've got you covered. Add this quarter pager to employee news updates, PDFs, newsletters, slides and more.

Meet Maven, 24/7 virtual health support for you and your family's future

[Company Name] is covering your unlimited access to Maven, the personal health platform made to help you and your family navigate Fertility and Family Building, Maternity and Newborn Care, Parenting and Pediatrics and Menopause and Midlife Health. This includes:

- Unlimited video visits and messaging with award-winning specialists including:
 - Fertility awareness educators
 - Labor and delivery specialists
 - Doulas and lactation consultants
 - Pediatric sleep and nutrition coaches
 - OB-GYNs and sex coaches
- 24/7 support from a personal care team
- Expert articles, videos, and on-demand classes

You and your partner's Maven memberships are fully covered by [Company Name].

Get started at mavenclinic.com/join/resource-hub, or download the Maven Clinic app.

Announcement Email

A company-wide announcement is the single most effective way to raise broad awareness of the Maven benefit—establishing brand familiarity and trust. We recommend sending this the day of launch. Use this sample email as inspiration—or just copy, paste, and send! Please be sure to use the link provided below when you send your email. Questions? Reach out to your Client Success Contact.

Subject line:

- Meet Maven, your new family health benefit from [Company Name]
- [Company Name] invites you to Maven, 24/7 support for you and your family ❤️

Pre-header: Join today to access 600+ top-rated specialists and daily resources!

Meet Maven, 24/7 virtual health support for you and your family

At [Company Name], we know life is filled with so many incredible chapters. And we want you to feel clear, confident, and supported along the way. That's why we're excited to introduce you to Maven, the personal health platform made to help you and your partner navigate Fertility and Family Building, Maternity and Newborn Care, Parenting and Pediatrics and Menopause and Midlife Health.

Your [Company Name]-covered Maven membership includes:

- **Unlimited video visits and messaging with top-rated specialists**
 - Get helpful guidance award-winning family health specialists across 30+ specialties—all from the comfort of your own home
- **Answers, day or night**
 - Virtual support from a personal care team that can offer advice and resources that can help, even at 2am
- **Expert articles, videos, and on-demand classes**
 - No more half-believing what you read on the internet. Scroll clinically-accurate resources that cover mental health, sleep, nutrition, wellness, symptom relief, and more.

Ready to get started? Access your fully covered Maven membership at

mavenclinic.com/join/resource-hub

We're so excited for you and your family's journey with Maven. Let us know if there's anything we can do to help you enjoy this benefit.

One Pager

An easy-to-scan one-pager that helps employees understand how they'd benefit from joining Maven. We've kept this simple so you can copy and paste into your preferred layout or one-pager template!

Meet Maven. 24/7 virtual health support for you and your family. Get the support every family deserves with access to hard-to-find specialists, articles, videos, and more. Maven is here for every symptom, feeling, and health goal with expert answers you can trust. You have full, unlimited access to:

- **Unlimited video visits.** Connect with 600+ award-winning specialists
- **Helpful resources.** Learn from experts through articles, videos, and on-demand classes
- **Answers, day or night.** Get 24/7 support from a personal care team

To help you get closer to tomorrow's goals:

- Fertility guidance for faster results
- Pregnancy health and wellness
- Newborn care
- Postpartum recovery
- Parenting support from specialists
- Menopause symptom relief
- Midlife health support

You and your partner's Maven memberships are fully covered by [Company Name].

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Leave of Absence Email

We recommend sharing Maven with employees that are on leave at the time of launch, as well as adding this into your leave workflows so future expecting employees are reminding of Maven.

Subject line: For you: 24/7 virtual support during and after leave from Maven

Pre-header: Join today for unlimited pregnancy, postpartum and newborn care!

Hi {Name},

We've been thinking of you and your family, and want to make sure you're getting the support you need right now.

[Company Name] has partnered with Maven—a personal health platform designed to help you navigate pregnancy, postpartum, newborn care, and pediatric health. Through your [Company Name] covered Maven membership, you get:

- **Unlimited virtual appointments with award-winning family health specialists**, including doulas, mental health specialists, lactation consultants, and pediatric sleep coaches
- **24/7 support from a personal care team**, who's here to answer questions and offer professional guidance (even at 2am)
- **Thousands of expert articles, videos, and classes**, covering topics like mental health, breastfeeding, pumping, newborn care, returning to work, and more

And this is all included in your benefits package. You and your partner's Maven memberships are completely covered by [Company Name].

We hope this is helpful! Join Maven today at mavenclinic.com/join/resource-hub.