

GHD partners with Maven to provide comprehensive family & reproductive health benefits



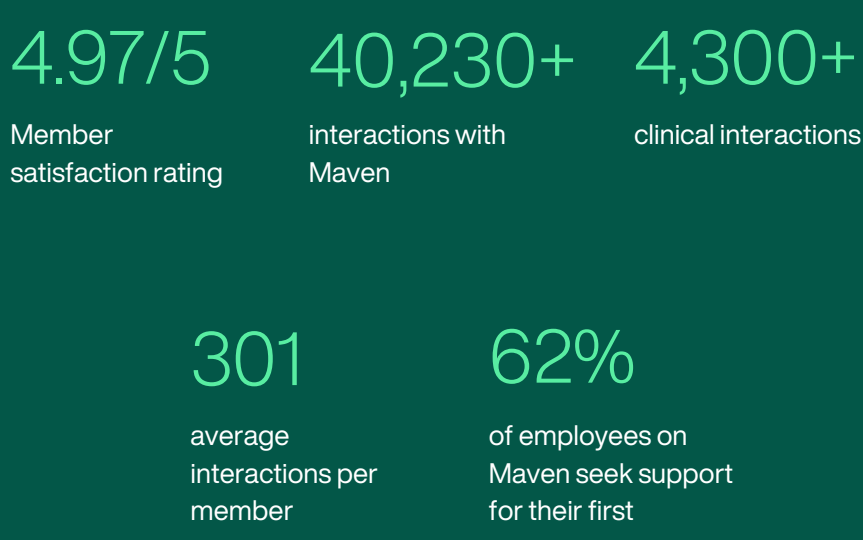
Maven's benefits help GHD support their inclusion and diversity strategy, improve recruitment and retention, and care for employees in the U.S., U.K., and Canada.

INDUSTRY
Engineering

NUMBER OF ASSOCIATES
4,800 in the U.S., U.K. & Canada

MAVEN PRODUCTS

- [Fertility & Family Building](#)
- [Maternity & Newborn Care](#)
- [Parenting & Pediatrics \(U.S. and Canada\)](#)
- [Menopause & Midlife Health](#)
- [Maven Wallet \(U.S. and Canada\)](#)



THE CHALLENGE

GHD's culture is dedicated to fostering an environment where their employees can bring their best selves to work. As a part of this focus, they want to ensure the programs and benefits offered reflect the diversity of their people. GHD also recognizes the need to meet employees at their unique stages of life, including supporting those who are undergoing fertility treatments, pursuing adoption or surrogacy, navigating pregnancy, seeking newborn care, or experiencing menopause.

GHD also knows that supporting employees with a robust family benefits strategy would contribute to the physical, emotional, and financial well-being of their people, fostering a healthier and more engaged workforce. By supporting the health and well-being of its people, GHD strengthens their retention, recruitment, and engagement efforts, as well as highlights their commitment to inclusion and diversity (I&D).



“Offering Maven’s family building and menopause benefits reflects our holistic approach to employee well-being and commitment to inclusivity. Some highlights of partnering with Maven have been the flexibility in program design, customer support, and their emphasis on the employee experience and education.”

Katy Bellmore, Global Benefits Manager, GHD



THE SOLUTION

After vetting several family benefits providers, GHD chose to partner with Maven in 2022 to offer their U.S. and Canadian employees fertility, family-building, and maternity benefits and expanded into the UK in 2023. Maven's commitment to inclusivity, supported by a network of providers with deep experience serving diverse families, made them a natural partner for GHD. Maven's flexibility in benefits design, as well as overall customer service, were also key selling points. GHD was able to customize the product offering to meet the unique needs of their employees while simplifying the benefits process for GHD's team and their employees alike.

Due to the success of the partnership, GHD brought on Maven's menopause benefit in 2023, recognizing their role in overcoming stigma and providing employees and their partners with necessary support during this phase of life. GHD's U.K. benefits team also rolled out Maven Menopause, a smooth expansion enabled by the positive feedback coming from North American employees.

“My Maven provider gave great support where my in-person provider was lacking. I feel like I had a solid plan and steps forward to address mine and my husband’s infertility concerns. I also really appreciated her encouraging me to advocate for myself.”

GHD Maven member

THE RESULTS

Since launching Maven, GHD has seen high employee engagement with Maven across the three countries and strong buy-in from executive leadership.

GHD appreciates how Maven enables them to support diverse employee experiences along the family journey, regardless of their gender, sexual orientation, or marital status. Overall, GHD employees have had over 40,000 touchpoints and 4,300 clinical interactions on Maven, with a nearly perfect member satisfaction score of 4.97 out of 5.



"I just wanted to say how pleased I was to hear about the new Maven benefit, particularly the wide range of family building it supports and the inclusive language it uses. I'm glad to see that it's clearly inclusive of LGBTQIA+ people and the different ways people build their family."

GHD 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](#)