

# How Maven's end-to-end platform delivers a measurable return on investment

## Designed to integrate, not replace

Maven is built to work alongside existing health plans and benefits ecosystems, not replace them. Rather than adding complexity, Maven simplifies and strengthens an employer's overall benefits strategy by filling the critical gaps traditional health plans often leave behind.

For HR and benefits leaders, implementation is straightforward and supported every step of the way. Maven's dedicated team ensures a smooth launch and effortless integration with existing vendors and programs.

### FROM A MAVEN CLIENT

"The implementation went smoothly, and our Maven representatives were available, supporting, responsive, and proactive at every step. Since launching Maven, I have only heard great feedback from employees."

**Claudie Gauvreau-Daoust**  
Benefits Director at Morgan Stanley Canada

**Morgan Stanley**

In addition, Maven replaces the need to manage multiple point solutions with one cohesive platform that spans the full reproductive and family health journey. Whether an employee is pursuing adoption, navigating fertility treatments, recovering postpartum, or entering menopause, Maven provides continuity of care and a consistent experience, all through one virtual front door.

#### FROM A MAVEN CLIENT

“We needed a partner that provided a holistic approach and integrated well with our other medical benefits. And we only wanted one partner; we didn’t want to have to go to multiple benefits providers to address all of these various needs—adoption, surrogacy, fertility, egg freezing, loss, pregnancy and postpartum, return-to-work, partners—because everyone’s journey to parenthood is unique.”

**Debbie Westover,**  
**Director of Benefits at SoFi**



By integrating easily with existing plans and offering a unified, person-centered experience, Maven enables companies to deliver smarter, more supportive care without adding administrative burden.



## Proven cost savings

Investing in comprehensive family health benefits isn't just about improving employee experiences, it's about controlling costs and reducing high-risk claims. Maven's model is built to deliver measurable, evidence-based results that translate into real savings for employees and employers.

By providing proactive, personalized care throughout the reproductive and family health journey, Maven significantly reduces the likelihood of costly medical interventions. Clients see up to a [27% lower NICU admission rate](#), driven by early risk identification, continuous support, and education that empowers members to make informed decisions throughout pregnancy.

Maven members also experience up to a [15% reduction](#) in C-section rates.

On the fertility front, Maven helps members explore a wide range of evidence-based options before turning to high-cost treatments. In fact, [30% of Maven Fertility members](#) achieve pregnancy without the use of assisted reproductive technologies (ART) like IVF.

[30%](#) of Maven Fertility members achieve pregnancy *without the use of assisted reproductive technologies*



Laura Young, Managing Director and Global Head of Wellness at Goldman Sachs, highlights the link between quality care and cost clarity:

FROM A MAVEN CLIENT

“Maven helps us improve access to care, provides personalized support to every employee, and gives our people the financial transparency they need along their fertility, adoption, and surrogacy journeys.”

**Laura Young**  
**Managing Director and Global Head of Wellness**  
**at Goldman Sachs**

**Goldman  
Sachs**

By reducing avoidable high-cost claims, Maven offers a proven return on investment while delivering better health outcomes and stronger employee engagement. Employers who use Maven can see upwards of \$5,000 in savings per member, with a 4x clinical and business ROI. For financial services firms managing rising benefits costs, it's a smarter way to support employees and an organization's bottom line.

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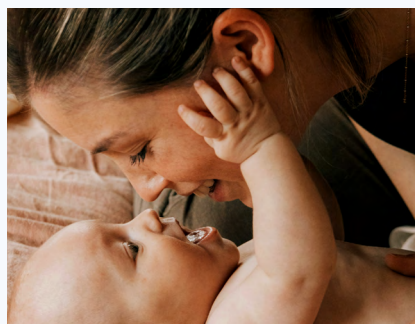
## PEOPLE-FIRST EXPERIENCE

### Higher usage, better outcomes

Maven's strength lies not just in the breadth of its programs, but in the depth of support it provides to real people navigating real-life moments. From fertility challenges and navigating the adoption process to pregnancy loss and toddler sleep regressions, Maven is designed to support members with compassion, expertise, and continuity of care.

#### FROM A MAVEN MEMBER

"Maven helps us improve access to care, provides personalized support to every employee, and gives our people the financial transparency they need along their fertility, adoption, and surrogacy journeys."



When employees feel truly supported, clinically, emotionally, and personally, they stay longer, perform better, and feel more connected to their workplace. That's the people-first power of Maven, and it pays dividends across the entire organization.

## IN ACTION

# How Deutsche Bank created a stronger benefits strategy

**Deutsche Bank** aimed to enhance its already robust family benefits, which covered fertility treatments, egg and sperm freezing, surrogacy, and adoption, by providing comprehensive care navigation and support throughout the entire family journey. In addition, as conversations about menopause became more mainstream, they sought to include impactful resources for this life stage in their offering.

In January 2024, Deutsche Bank partnered with Maven to offer a suite of programs, integrated through their health plan, Aetna: Fertility & Family Building, Maternity & Newborn Care, Parenting & Pediatrics, and Menopause & Midlife Health. The bank also enhanced its parental leave policies, offering up to 26 weeks for birthing parents and 16 weeks for non-birthing parents, alongside flexible scheduling and remote work options.

Maven provides 24/7/365 access to a diverse network of virtual providers, delivering care in over 35 languages, with the most popular Maven specialists among Deutsche Bank employees including mental health specialists, career coaches, reproductive endocrinologists, and reproductive nurses.

Since the launch, over 600 employees have enrolled with Maven, averaging more than 110 interactions per member. The platform has received an average appointment satisfaction rating of 4.9 out of 5. Deutsche Bank has also seen a 2.6x clinical and business ROI.

Each of these improved outcomes directly translates to significant cost savings for employers, reinforcing that investment in family health benefits is not just a compassionate people-focused decision, but a financially strategic one.

### FROM A MAVEN CLIENT

“I would 100% recommend Maven to other benefits leaders. If you’re looking for a partner that is specialized in women’s and family health and provides value to your employees by helping them navigate the complexities of starting and raising a family, Maven is best in class.”

**Jackie McNeil,**  
**Head of Benefits for the Americas at Deutsche Bank**

