



Vendor Partnership Toolkit

Maven descriptions

Scripting when supporting members

How to connect a member to Maven

Maven keywords & trigger words by program

Maven Descriptions

Purpose | Please leverage these descriptions when introducing or referring Maven to your members.

Boilerplate - quick description

Meet Maven. Free virtual support for family building, pregnancy, parenting, menopause, and midlife.

Boilerplate - short summary

Get personalized 24/7 virtual support and guidance for your family-building, pregnancy, parenting, menopause, and midlife journey with Maven. You and your partner can meet with providers anytime day or night in your language and time zone (yep, even at 2am) so you can get the care you need, when you need it.

Boilerplate - paragraph

With Maven, you and your partner get personalized 24/7 virtual support and guidance for your family-building, pregnancy, parenting, menopause, and midlife journey.

You and your partner have free access to Maven's virtual clinic to:

- Book unlimited video appointments and messaging in your language and time zone with providers from 30+ specialties
- Match with a dedicated Care Advocate to help you make sense of your benefits and find the right providers and in-person clinics.
- Access to hundreds of expert-vetted articles, drop-in groups, and on-demand classes.



Scripting for Maven

Purpose | Please leverage this when introducing or referring Maven to your members.

- Maven is available at **no additional cost** to the eligible employee and their partner
- Eligibility for Maven varies by employer. You can either email support@mavenclinic.com to connect with Maven's Care Team for assistance or inquire with your HR Benefits team to understand the eligibility requirements (e.g. if being enrolled in a company-specific medical plan is required)
- Maven's virtual support is **available 24/7**. Access over 30+ types of specialists via the Maven Clinic app with unlimited video appointments and messaging.
- Access expert-vetted articles, on-demand classes, virtual events, and community forums to connect with peers going through similar experiences or journeys.
- Need help navigating the Maven platform, connecting with a specialist, or have a question about your benefits? Message your Maven Care Advocate!



How do I connect a member to Maven?

Encourage them to enroll at mavenclinic.com/join/partnership.

Individual access to Maven's programs varies depending on the employer or health plan. Reach out to your HR Benefits Team or email support@mavenclinic.com with questions.

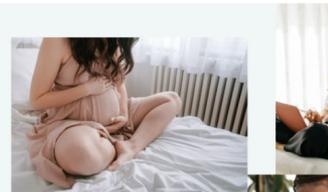
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Free support for the entire family journey and beyond

Your company has partnered with Maven to offer you expert reproductive and family health support at every step, and at no cost.

Join now for free

Individual access to Maven's programs (e.g., Maternity, Fertility, Parenting & Pediatrics, Menopause) varies depending on your employer or health plan. Reach out to your HR team or support@mavenclinic.com with questions.



How it works

Sign up for free

Get support 24/7



Fertility & Family Building

Program
Tracks

Fertility

Egg Freezing

Adoption

Surrogacy

If these words/phrases come up in conversation with a member, they may be a good fit for a Maven referral

Fertility Treatments & Procedures

- Fertility treatment (includes IUI, IVF, cost, coverage, success rate)
- Egg freezing (includes cost, coverage, medications, elective)
- Embryo transfer
- Egg retrieval
- Donor eggs/sperm
- Sperm freezing
- Semen analysis

Family Building Options

- Family building options and policies
- Adoption agencies
- Surrogacy agencies
- Finding a surrogate

Planning & Preservation

- Fertility preservation
- Aftercare post-fertility treatment
- Tracking cycle
- Trying to conceive/get pregnant
- Age and elective egg freezing

Workplace Considerations

- Employer policy: time off for fertility treatment
- Adoption and surrogacy benefits
- Parental leave policy for adoption/surrogacy

Maternity & Newborn Care

Program
Tracks

Pregnancy

Partner Program

Pregnancy Loss

If these words/phrases come up in conversation with a member, they may be a good fit for a Maven referral

Pregnancy & Birth

- Pregnancy (trimesters, symptoms, signs)
- Prenatal care & vitamins
- Labor & birth (contractions, stages, epidural, pain relief, Braxton Hicks)
- High-risk issues (preeclampsia, gestational diabetes, bleeding)
- Birth settings & providers (birthing center, OB/GYN, midwife, doula)
- C-section & recovery
- Vaginal birth recovery (perineal tear, pelvic floor, diastasis recti)

Breastfeeding & Pumping

- Breastfeeding basics (latch, low/oversupply, pain)
- Pumping (scheduling, storing milk, pumping at work)
- Lactation support (clogged ducts, mastitis, thrush, weaning)

Postpartum Recovery & Mental Health

- Postpartum recovery
- Postpartum mood disorders (depression, anxiety, baby blues)

Newborn & Infant Care

- Newborn care & development
- Baby sleep (sleep training, safe sleep, baby sleep coach)
- Infant feeding (formula, introducing solids/allergies)
- Common infant concerns (colic, jaundice, constipation, teething)
- Vaccinations

Work & Parental Support

- Maternity & parental leave (includes FMLA, short-term disability)
- Return to work
- Career coaching
- Childcare

Parenting & Pediatrics

If these words/phrases come up in conversation with a member, they may be a good fit for a Maven referral

Child Health & Common Illnesses

Allergies
Cold/cough/flu
Ear infection
Fever
Rash
Vaccination schedule

Child Development Developmental support

Fine motor skills
Occupational therapy
Speech therapy
Walking/talking/crawling
Pediatric mental health

Feeding & Nutrition

Introducing solids
Picky eating
Pediatric nutrition
Weaning

Sleep & Routines

Infant sleep
Bedtime routine
Naps
Sleep regression
Sleep training
Co-sleeping

Parenting Approaches & Behavioral Topics

Biting/Hitting
Gentle parenting
Positive parenting
Tantrums
Potty training
Screentime
Childcare options
Work-life balance
Parental burnout
Pediatrician

Menopause & Midlife

If these words/phrases come up in conversation with a member, they may be a good fit for a Maven referral

Menopausal Stages & Hormonal Changes

Perimenopause
Menopause
Post menopause
Early menopause
Estrogen levels
Testosterone levels
Missed period
Irregular period

Common Symptoms

Hot flashes
Night sweats
Sleep disturbance
Mood swings
Fatigue
Brain fog
Memory issues
Heart palpitations
Joint pain
Weight gain
Hair loss

Sexual, Pelvic & Reproductive Health

Vaginal dryness
Urinary incontinence
Pelvic floor therapy
Hysterectomy
Changes in libido

Treatments & Long Term Health

Hormone replacement therapy (HRT)
Osteoporosis

Shareable videos to support member understanding

These short, topic-specific videos are designed to help members quickly understand the scope of support Maven provides. They include product overviews and real member stories, making it easier to communicate Maven's value in a relatable, clear way. Use these videos as a tool when guiding members toward the right care or benefits.

Fertility

[Alison & Kate](#)

[Priscilla's story](#)

[Shane's story](#)

Maternity

[Program highlight](#)

[Care Advocate support](#)

[Maria's story](#)

[Pamela's story](#)

P&P

[Program highlight](#)

Menopause

[Three ways to get started with the menopause program](#)

All Programs

[We're with you: all program member highlight](#)

∞ MAVEN

Thank you for your
partnership