

A digital-first brand for families

BuzzFeed



Global media by and for millennials

Digital media company BuzzFeed has built its brand on understanding what millennials want. With a global audience of over 520 million unique monthly users, BuzzFeed reaches 83% of millennials in the U.S. every month. One of the secrets to doing this so well? Many of BuzzFeed's employees are millennials themselves—between 23 and 38 years old, and beginning to plan for or start their families.

“We’re entering into this murky world of parenting which is filled with so many questions,” explains Hannah Wilkowsky, Global Benefits Manager at BuzzFeed. “We saw this as an opportunity to be frontrunners when it comes to supporting new parents in the workplace.”



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Helping BuzzFeed employees navigate the unknowns of parenthood

As more employees considered becoming parents, they asked BuzzFeed's HR team for best-in-class family benefits. To answer this call, BuzzFeed set out to find a benefits solution with a few key must-haves aligned with their employee population, values, and culture.



GLOBAL PARITY

BuzzFeed needed to offer the same level of access and services to employees in their 17 offices around the world.



DIGITAL-FIRST

A mobile app was highly preferred to help increase enrollments and engagement.



INCLUSIVE SUPPORT

Benefits needed to be reflective of BuzzFeed's diverse employee population and would provide equal coverage for all paths to parenthood.



CONVENIENT, HIGH-QUALITY CARE

Employees expected access to high-quality doctors and care providers whenever they needed them.

Improving outcomes through engagement

In just one year, Maven has become a critical resource for BuzzFeeders on any path to parenthood, providing high-touch care and specialized support for pregnancy, partners, adoption, surrogacy, loss and miscarriage, and return-to-work. BuzzFeed's HR team has received glowing reviews from employees who highlight the value of Maven's provider network—the largest of its kind in women's and family health—and the importance of unlimited, on-demand access to critical types of holistic care providers directly on Maven.

600+

Employees are highly engaged with Maven, with more than 600 interactions with Maven providers in one year.



With a 5-star rating for Maven from BuzzFeed employees, word-of-mouth is a key driver of enrollments.

1 in 3

About 1 in every 3 interactions BuzzFeeders take on Maven happen between 6pm and 8am—outside of standard doctor's office hours.

94%

Since implementing Maven, BuzzFeed's return-to-work rate is 94% (vs. 57% national average).

Empowering new parents to return to work with confidence

BuzzFeed's investment in Maven has paid off in terms of employee retention alone: they've seen a marked improvement in their return-to-work rates for new parents. Since implementing Maven, 94% of BuzzFeeders have returned to work after parental leave. This is significant as the tech and media sectors have the highest turnover rates, and industry replacement costs average \$21,000 per employee with an annual salary of \$65K, according to the Work Institute.

Maven's holistic offering—with access to postpartum specialists, pediatricians, and career coaches—has played a key role in improving retention. In fact, career coaches are among the top five providers BuzzFeeders are booking appointments with on Maven.

Employees asked for cutting-edge, inclusive family benefits with support and on-demand care at every stage of the journey. By partnering with Maven, BuzzFeed has surpassed expectations and demonstrated how much they value employees and their families around the world.

“Having a resource like Maven with benefits available to all individuals no matter where they are in their journey—that’s really important to us.”

HANNAH WILKOWSKI

Global Benefits Manager at BuzzFeed

Want to learn more?

Maven improves outcomes, lowers costs, and attracts and retains more parents in the workforce.
Reach out to sales@mavenclinic.com or visit mavenclinic.com.

