

A high-impact approach to high-risk pregnancies

How Maven improves clinical outcomes and reduces costs through a high-risk maternity program that offers proactive, personalized, and comprehensive support.



Executive summary

Too often, high-risk pregnancies go unidentified or unsupported until complications arise—putting lives at risk and leading to avoidable costs for employers and health plans. Maven changes that trajectory.

Maven delivers high-risk maternity care through a proactive, data-driven model that achieves better outcomes for families and measurable ROI for organizations. Built into our core Maternity & Newborn Care program, Maven offers a dedicated high-risk experience that enhances support during critical moments, from risk detection to postpartum recovery.

Our tech-enabled, member-first platform leads with prevention and accelerates access to the right care before complications turn into a crisis. Maven has the unique ability to identify and engage high-risk members early using real-time insights, delivering stronger clinical results and financial value for our clients.

Maven's comprehensive maternity solution has been proven at scale, serving over 110,000 maternity members over the past 10 years. Our population is predominantly commercially insured, with about half identified as high-risk, highlighting both the clinical complexity we manage and our ability to engage those most likely to fall through the cracks. These results underscore the strength and consistency of our care model across diverse populations.

CLINICAL

Outcomes measured across nearly 17,000 pregnancies from 2021-2024

Up to 27%

reduction in NICU admissions—benchmarked against a national NICU admission rate of 18.3%

Up to 15%

lower C-Section rates

FINANCIAL

Demonstrated across seven claims-based studies, including analyses for multiple Fortune 500 companies

\$2.4K-\$5K

in savings per Maven member

4x ROI

for every dollar spent, through lower medical costs, improved retention, and higher productivity

With over 15 peer-reviewed publications and independent validation from Milliman, Maven gives employers and health plans the evidence they need to invest with confidence.

The maternal health crisis organizations can't afford to ignore

In recent years, employers have seen the wellbeing of their pregnant populations worsen. More people are entering pregnancy with conditions that increase the risk of complications, from elevated BMI¹ and chronic hypertension to advanced maternal age². At the same time, access to care is shrinking: half of U.S. counties have no practicing OB-GYN, and over five million women live in maternity care deserts³.

This growing mismatch between rising risk and declining access leads to a predictable result: worse outcomes and higher costs. Maternal mortality in the U.S. has surged 50% in two decades⁴. Yet two out of three maternal mortality cases are considered preventable with adequate health literacy and appropriate medical care⁵.

NICU

Nearly 10% of infants in the US are now admitted to NICU units⁶, with an average cost of \$58,100⁷ per stay

C-SECTIONS

C-sections can cost \$1.5-11k more than vaginal births in hospital costs alone⁸ and increase risk of severe maternal outcomes by almost 2x⁹

The financial toll is just as stark. High-risk pregnancies drive a disproportionate share of maternity costs, fueled by complications like NICU stays and C-sections¹⁰. The stakes rise even higher with untreated maternal mental health conditions, costing over \$14 billion annually in lost productivity, medical expenses, and downstream impact on child health¹¹.

Many traditional maternity models miss critical windows for intervention—relying on delayed claims, overlooking social needs, and lacking always-on access to specialized care. That leaves too many pregnant people unsupported and too many outcomes left to chance.

1. <https://pmc.ncbi.nlm.nih.gov/articles/PMC6521092/>

2. <https://www.cdc.gov/nchs/products/databriefs/db152.htm>

3. <https://www.marchofdimes.org/maternity-care-deserts-report-2022>

4. <https://pubmed.ncbi.nlm.nih.gov/33237843/#:~:text=Abstract,over%20the%20same%20time%20period.>

5. <https://www.cdc.gov/maternal-mortality/preventing-pregnancy-related-deaths/index.html>

6. <https://www.washingtonpost.com/health/2025/05/05/nicu-preterm-low-birthweight-babies/>

7. <https://www.nationwidechildrens.org/your-visit/billing-and-insurance/pay-my-bill/price-information-list>

8. <https://healthcostinstitute.org/hcci-originals-dropdown/all-hcci-reports/understanding-variation-%20in-spending-on-childbirth-among-the-commercially-insured>

9. <https://www.nature.com/articles/s41598-019-46153-4#ref-CR13>

10. <https://hcup-us.ahrq.gov/reports/statbriefs/sb261-Most-Expensive-Hospital-Conditions-2017.pdf>

11. <https://www.chcf.org/resource/new-study-uncovers-heavy-financial-toll-untreated-maternal-mental-health-conditions/>

Maven’s solution to closing the gaps in care

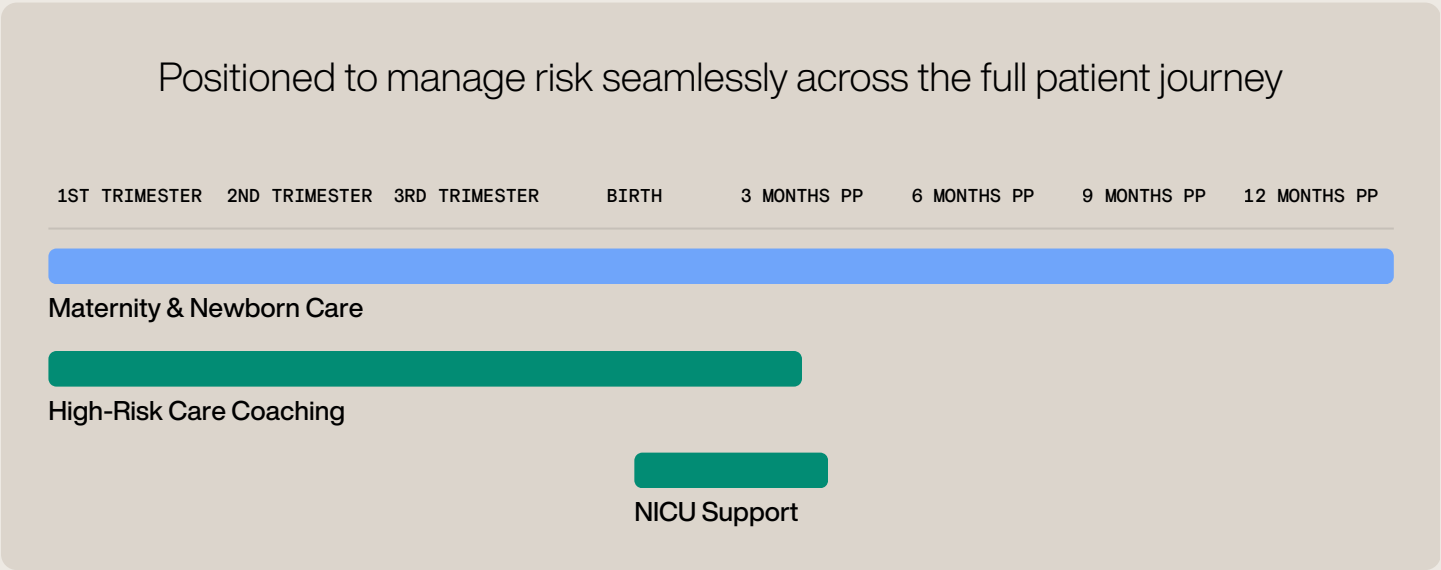
Maven addresses the clinical, emotional, and logistical gaps that traditional maternity care often overlooks—ensuring signs of complications aren’t missed and at-risk members receive timely interventions.

At the center is Maven’s Maternity & Newborn Care program, our core offering and the foundation of our high-risk solution. It provides equitable, always-on care from preconception through 12 months postpartum, supporting birthing parents, partners, and infants.

For those with elevated risk, Maven layers on more targeted programming:

- High-risk care coaching: Designated 1:1 coaching from licensed clinicians for high-risk members to drive sustained behavior change and improve clinical outcomes
- NICU support: Dedicated care for parents of hospitalized newborns for safer discharges, designed to reduce the length of stay and prevent readmissions

When paired together, Maven delivers a fully integrated experience with deeper support when it matters most to reduce complications across the entire pregnancy journey.



A high-risk value chain that accelerates access to care

What sets Maven apart isn't just the breadth of our offering, it's the precision of our delivery. Our care model is designed around timing, because outcomes hinge on when and how support is provided. High-risk pregnancies require early, precise, and continuous support—and that's exactly what Maven delivers at scale.

Across all of our programs, we follow a strategic sequence:

PART 1

Enroll early

PART 2

Identify risk dynamically

PART 3

Deliver personalized support

PART 4

Improve outcomes

This high-risk value chain allows us to move faster and intervene before complications arise. Powered by advanced data models, instant risk signals, and seamless care coordination, we're continuing to build one of the most complete, real-time pictures of pregnancy risk in the industry. Our ability to continuously assess and adapt to risk ensures that each member receives the right support, at the right time—minimizing avoidable interventions and maximizing impact for both families and organizations.



PART 1

Early enrollment and high engagement

Maven reaches members early, often in the first trimester, through proactive, multi-channel outreach. Unlike traditional models that rely on claims or OB referrals, we don't wait to get involved. Early enrollment gives us more time to identify risks and intervene.

67%

of members enroll in the first or second trimester

Reaching the right population where support is most needed

Recent claims studies show that Maven members are typically higher risk than non-member, with MARA (Milliman Advanced Risk Adjusters) scores that are 5–8% higher on average. MARA scores estimate clinical complexity based on claims data.

Enrolled maternity members are higher risk compared to non-member control group

	PRAMS 2022 Benchmark	Maven Members Full BoB	% Difference Full BoB vs. Benchmark
% population age 35+	28%	35%	24%
% white	69%	52%	-28%
% non-white	31%	43%	31%
% 1 st time moms	47%	59%	23%
% prior C-section	13%	23%	54%
% conceived with fertility treatment	5%	13%	86%

Our latest claims study found that Maven members had more risk factors than non-members, but the analysis controlled for those differences using propensity score matching.

Increased enrollment with a multichannel communication strategy

Maven drives early enrollment through a strategic mix of inbound and outbound channels, keeping us visible, accessible, and top of mind throughout the family journey.

We also support claims-based enrollment in partnership with health plans—serving as a safety net, most effective for capturing additional members who may not initially engage. This method is often supplementary rather than essential, given the strength of our direct member engagement.

INBOUND

For those actively seeking care, Maven is embedded across their benefits ecosystem

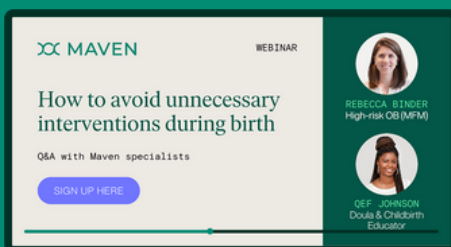
- Integrated in benefits portals, onboarding guides, and open enrollment materials
- Available via app stores, desktop, and mobile for self-service access

OUTBOUND

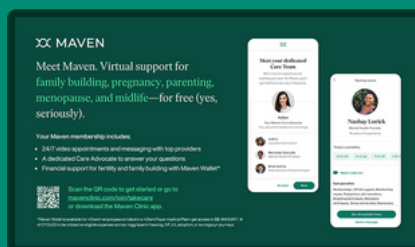
For those not actively searching, Maven reaches all employees through proactive communication

- Via direct mail, webinars, SMS, and quarterly emails—our top-performing channel
- Messaging highlights our full lifecycle support, not just pregnancy, to stay relevant year-round

Designed to cut through information overload during early pregnancy



WEBINAR



MAILER



EMAIL



ONE PAGER

Partnering with our clients for successful enrollment

Our highest-performing clients collaborate closely to activate their populations, enabling direct outreach, aligning on best practices, and using our proven activation strategies. This partnership is key to delivering real results.

CASE STUDY

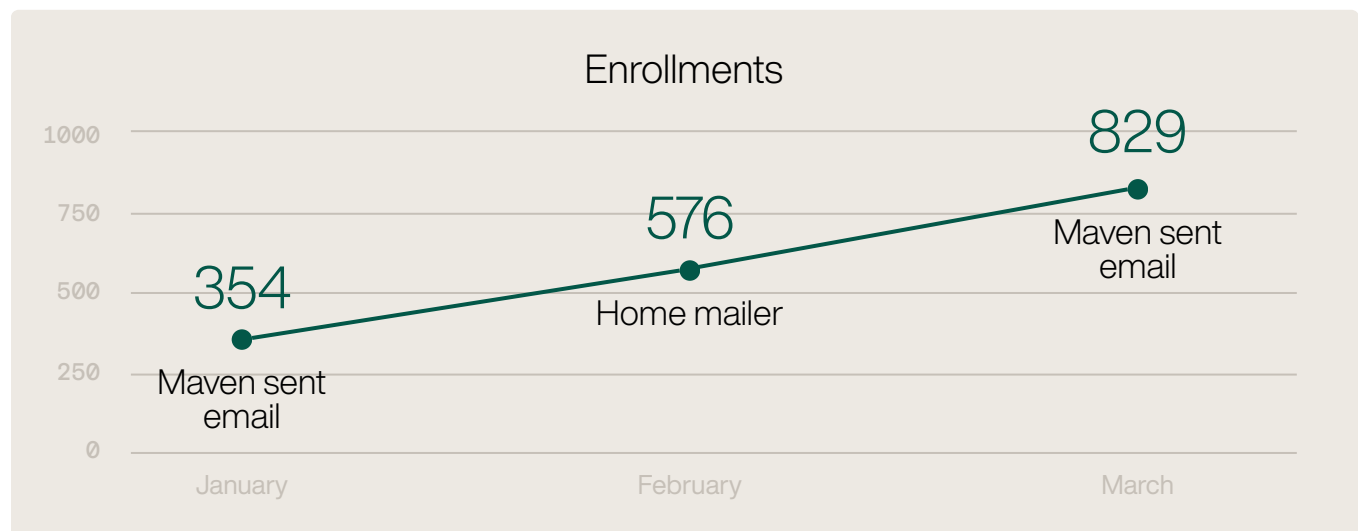
Top employer reduces high-risk maternity claims by driving Maven enrollments

A national employer with a high proportion of high-risk pregnancies, driven by factors like chronic conditions, advanced maternal age, and elevated BMI, launched Maven with the goal of reducing maternity-related claims.

The employer partnered closely with Maven to lead a targeted enrollment campaign. This included direct email campaigns from Maven, internal benefit channel promotions, and Maven participation in ERG events to connect more meaningfully with members.

The impact was immediate, building strong momentum toward achieving their cost-saving goals:

- The very first Maven email drove over 300+ new enrollments
- The client reached 124% of their enrollment target
- 1,569+ families were supported
- Resulted in \$1.9M in total clinical and business savings



Why it matters

Maven is a refreshing change from traditional healthcare, with an approachable and trustworthy brand that resonates with members. Our platform is intuitive, mobile-first, and designed to match the expectations of today's digital consumers.

We combine clinical care, intelligent personalization, data insights, and benefits integration into one cohesive member journey, making it easy to enroll and stay connected. This consumer-grade experience doesn't just look better, it performs better.

Meeting the needs of a new generation of parents

Millennials and Gen Z now make up the majority of today's reproductive-age population, and they want healthcare that works for their lifestyle. Unlike older generations, they are digital natives accustomed to fast, personalized, on-demand services. And they're not answering the phone.

According to recent surveys:



Over 70% of millennials and Gen Z prefer digital communication with their healthcare provider over phone calls¹



Pregnant women want on-demand appointments, with 73% expecting to speak to a doctor or care provider within a day, and 31% of those within the hour²



Gen Z values personalized, tech-enabled, and emotionally supportive care more than any previous generation³

1. <https://rockhealth.com/insights/the-new-era-of-consumer-engagement-insights-from-rock-healths-ninth-annual-consumer-adoption-survey/>

2. <https://drive.google.com/file/d/1i2Xi3fk24iYLIWVRX6z97Mpp3it5xRXI/view>

3. <https://www.pwc.com/us/en/industries/health-industries/library/healthcare-consumer-insights-survey.html>

The fertility advantage: Care that starts earlier and changes outcomes

Maven offers a Fertility & Family Planning program that seamlessly integrates with our maternity care, supporting healthier pregnancies by starting before conception. With proactive, clinically managed fertility support, we identify early risk factors, promote natural conception when possible, and reduce the need for intensive treatments like IVF, often a driver of high-risk pregnancies and multiple births.

30%

of subfertile members
achieve pregnancy without
treatment



Our fertility benefit doesn't just support family building, it reduces maternity risks, lowers treatment costs, and improves outcomes downstream.

For members transitioning to maternity, we carry forward vital health history, early risk insights, and even care team members—enabling tailored care from day one and a smoother, safer pregnancy journey.



PART 2

Continuous, nuanced risk identification

Risk isn't static and neither is our approach. Maven's high-risk maternity program begins with a comprehensive intake that captures medical history, current symptoms, mental health status, and social determinants of health. From there, we continuously reassess each member's risk profile using a dynamic combination of self-reported data, wearable insights, clinical information, and our proprietary machine learning model. As new information emerges, Care Plans automatically adapt to meet changing needs—ensuring timely, personalized support at every stage of pregnancy.

93%

of members complete
risk assessment and
mental health screening

Broadening risk criteria to maximize care

Almost 50%

of Maven members enrolled in Maven's Maternity & Newborn care program are identified as high risk



Rather than waiting for complications to occur, we intentionally include members who are at risk of developing high-risk conditions so we can intervene earlier, support behavior change, and prevent escalation before it starts.

Eligibility includes members with:

- Existing chronic condition (diabetes or hypertension)
- Diagnosed gestational condition (diabetes or hypertension)
- Risk of developing gestational diabetes, gestational hypertension, or preeclampsia
- Risk of preterm birth

Innovation in action



With the launch of our advanced high-risk pregnancy detection model, trained on millions of longitudinal patient data points and enriched with inputs from wearables like the Oura Ring and Apple Watch when available, we're generating a more precise, multidimensional view of pregnancy risk. This capability enhances how we surface personalized risk signals and trigger timely, targeted care pathways—improving outcomes, informing clinical decisions, and strengthening ROI for our partners.

Addressing the full picture: social, emotional, and physical risk

High-risk pregnancies aren't just clinical—they're deeply personal, shaped by social and emotional factors that traditional care often misses.

Maven's risk identification strategy goes beyond medical history. Every member is prompted to complete a comprehensive assessment that includes social determinants of health (SDOH) and a screening to surface anxiety, depression, or stress-related concerns early.

To better identify social needs at scale, Maven developed a novel three-question SDOH screener designed to be faster and easier to complete than traditional tools. Our clinical research, published in AJOG Global Reports, confirmed the short-form screener's accuracy and impact. Over 80% of respondents had at least one unmet social need, and most wanted their care team to know about it¹. These findings not only validate Maven's approach but underscore how critical it is to integrate SDOH screening into every high-risk care model.

These insights allow us to immediately tailor care plans and match members with the right support, whether that's a mental health provider, Care Coach, or specialist referral, ensuring barriers to care don't become complications down the line.

Setting the standard for health equity

Maven is the first digital health company to earn NCQA Health Equity Accreditation, an industry gold standard that affirms our commitment to delivering high-quality, equitable care across every population we serve. This independent accreditation reinforces Maven's leadership in women's and family health, ensuring inclusive, culturally responsive care for members regardless of race, language, gender identity, or sexual orientation.



1. <https://www.sciencedirect.com/science/article/pii/S266657782200106X?via%3Dihub>

Why it matters

By understanding each member's full context, Maven delivers earlier, more targeted and effective interventions, especially for those at the greatest risk.

26%

of Maven members report better management of anxiety or depression



Research Spotlight

- Members from historically underserved groups, including non-white and Hispanic individuals, are 2x more likely to engage with digital tools for managing mental and physical health¹
- Black members who met with a doula at least twice on Maven had nearly 60% decreased odds of C-section, compared to Black members who did not meet with a doula²

Seamless care coordination

Maven's high-risk maternity solution is designed to support, not disrupt, the relationships members already have with their OB/GYNs, in-person care teams, or case management programs. Our model makes coordination simple and effective, without adding administrative burden.

MODERN DATA SHARING

Maven has the ability to securely receive data from EHRs.

REAL-TIME CLINICAL SIGNALS

We receive real-time ADT alerts through our secure Health Information Exchange to deliver timely, relevant outreach.

IN-PERSON CARE

When a member urgently needs support accessing a higher-level of care, Maven can facilitate a warm transfer to in-person services.

The result: Fewer gaps in care and a more connected experience for your members.

1.<https://formative.jmir.org/2024/1/e48960>

2.https://journals.lww.com/greenjournal/fulltext/9900/association_between_doula_use_on_a_digital_health.981.aspx



PART 3

Personalized support for every high-risk member

Getting members to enroll and complete an assessment is just the beginning. At Maven, we've built a platform that keeps them coming back. Sustained engagement is what unlocks better outcomes: more data to predict risk, more opportunities to intervene early, and more touchpoints to build trust.

Once a member is identified as high risk, Maven activates a higher-touch model of support designed to meet complex needs with clinical precision and compassion.

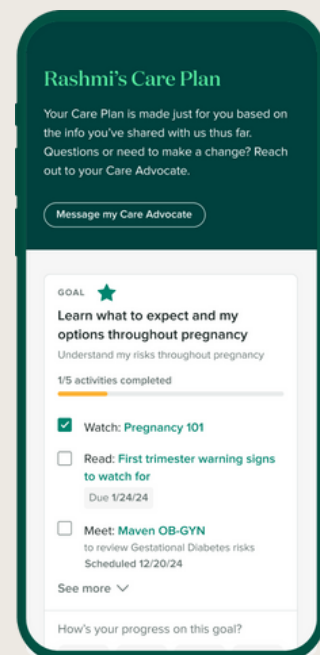
22

average monthly engagements per high-risk member in the maternity program

High-touch experience to maintain engagement

Maven surrounds each high-risk member with a care team and personalized care plan. This model combines evidence-based clinical guidance with behavior-change strategies to help members stay engaged, navigate risks, and take charge of their health.

- Dedicated High-Risk Care Coach
- 24/7 access to over 30 provider types
- Custom prenatal checklists
- Ongoing assessments to track early indicators of risk
- Dynamic educational content and live classes
- On-demand digital tools and peer support communities



Care plans are clinically-designed programs that are centered around each member's risk profile, with targeted goals and actions designed to drive stronger clinical outcomes.

CHILDBIRTH 101 CLASS

39% lower risk of NICU admission
for members who complete Maven's
Childbirth Education 101 class

BIRTH PLANNING APPOINTMENT

55% lower risk of NICU admission
for members who attend Maven's birth
planning appointment

A closer look: Gestational diabetes care plan

RELEVANT MEMBER DATA

- Member in second trimester with new gestational diabetes diagnosis
- Reports weight concerns and anxiety with potential birthing complications

CARE PLAN GOALS

- Learn about diabetes and how it may change care and birth
- Build a routine to monitor and manage diabetes
- Learn what escalating diabetes risks look like and how to manage them

CARE PLAN ACTIONS

- Meet with Maven High-Risk OB, diabetes coach for glucometer support, and nutrition coach to understand how diet can impact the condition
- Read relevant articles like 'Your no-panic guide to gestational diabetes'

CHECKING IN

Check yourself for Gestational Diabetes risk factors

1 in 7 births are affected by gestational diabetes, with 16.2% having some form of hyperglycaemia in pregnancy. Take Maven's self assessment to know whether you are at risk.

GOAL

Learn what to expect and my options throughout pregnancy

Understand my risks throughout pregnancy

1/5 activities completed

 Watch: [Pregnancy 101](#)



Rebecca Binder

High-risk OB (MFM)

Follow up from Rebecca

It was so nice to chat with you Rashmi. I'm glad we were able to walk through your concerns around your pregnancy and map out some ways to control your gestational diabetes. I'd like to schedule another session to check and see if you had anything you wanted me to help clarify.

Innovation in action



Maven is evolving how we deliver care with self-guided, hyper-personalized experiences that blend clinical credibility with consumer-grade technology. For members at risk of or with conditions like hypertension or diabetes, we're offering educational content in new formats that people actually want to engage with to make early intervention more accessible and actionable.

With interactive support that evolves daily, we're able to help members take action sooner and stay on track—creating a world-class digital health experience that meets them where they are and keeps them coming back.



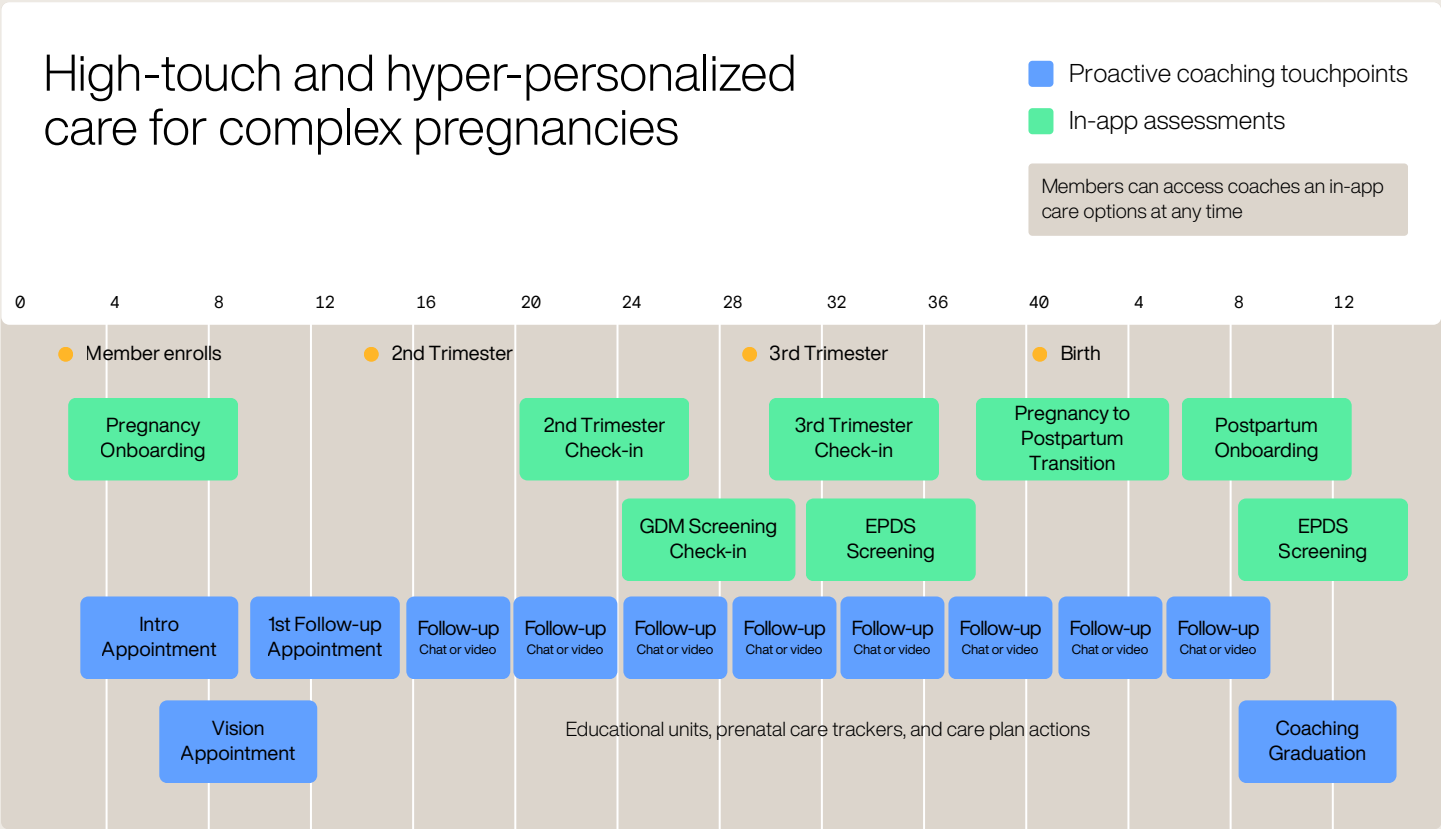
How Maven turns care plans into real behavior change

Dedicated High-Risk Care Coach

Within Maven’s Maternity & Newborn Care program, members identified as high-risk receive enhanced, hands-on support through our high-risk care coaching.

Each member is paired with a designated Care Coach who supports them from onboarding through eight weeks postpartum. These coaches blend traditional case management with motivational coaching techniques to close gaps in care, promote healthy behaviors, and guide members through complex pregnancies with compassion and clarity.

Our coaching program is delivered by licensed clinicians, including registered nurses and health educators, who follow evidence-based interventions and ACOG guidelines to tailor care. It includes consistent cadence of outreach and more than 15 direct touchpoints including one-on-one appointments, follow-ups, and supplementary learning materials tailored to their needs.

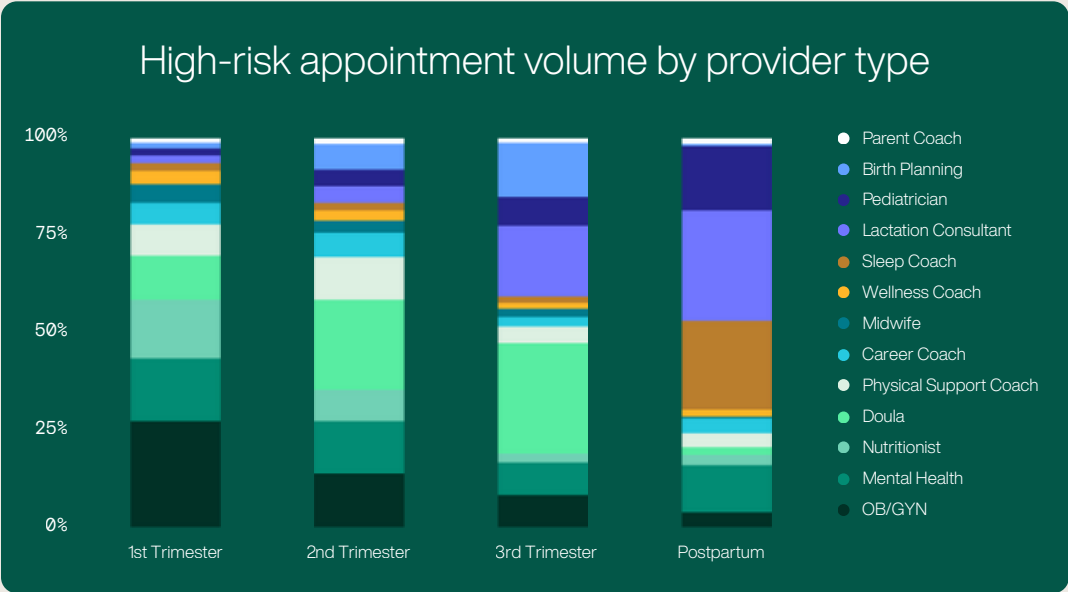


3: PERSONALIZED SUPPORT FOR EVERY HIGH-RISK MEMBER

24/7 access to over 30 provider types

Members have unlimited access to a wide range of vetted, high-quality specialists, available at their fingertips whenever they need it. This includes maternal-fetal medicine specialists (MFM), who are experts in managing complications that can arise during pregnancy.

These trusted providers deliver holistic support that allows Maven to capture the full picture of each member’s well-being.



35+
languages spoken

4.9/5
appointment rating

24/7
availability

Custom prenatal checklists

Prenatal checklists are tailored to specific needs and included as a Care Plan action to ensure adequate in-person care, providing member with:

- Relevant activities by trimester
- Key tests and in-person appointments
- Tailored activities based on risk

Prenatal checklists available:

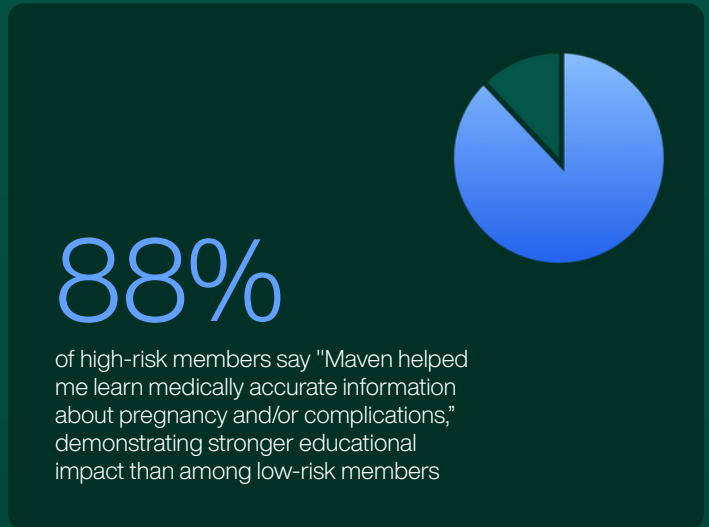
- Normal risk
- 35+
- Multiple gestation
- Short cervix
- Diabetes
- Hypertension

Why it matters

Our approach supports the whole person, not just the diagnosis—empowering members to take control of their pregnancy journey and adopt healthier habits. Members in our high-risk program report higher confidence managing complications, nutrition, mental health, and delivery preparation.

Maven's research shows that of all maternity members, learning medically accurate information is associated with greater odds of VBAC, better management of mental health, and avoidance of in-person care.

Lasting behavior change is hard, and sometimes digital tools alone aren't enough. It's the layering of tech with trusted human relationships that creates accountability, builds confidence, and drives results. And we have the data to prove it:



62%

increase in days active and nearly 2x more care plan actions completed vs. non-coaching members

91%

of coaching members establish a diet/exercise plan by their third appointment

76%

of coaching members with diabetes or hypertension regularly track key vitals by their second session

"I had so many fears of pregnancy, but I feel *reassured* with my coach in my corner."

MAVEN MEMBER



NICU support: Extending care where it's needed the most

High-risk maternity care doesn't end at delivery. For the one in 10 pregnancies that result in a NICU stay, the experience can be prolonged and stressful for families—while driving some of the highest maternity costs for employers and health plans.

Maven's NICU support helps shorten unnecessary hospital days and reduce ER readmissions by delivering proactive, personalized care during hospitalization and the critical weeks after discharge. Families receive clinical, emotional, and logistical support to enable earlier, safer discharge when appropriate—improving outcomes like bonding, feeding, and maternal mental health.

Through dedicated Care Advocates, 24/7 access to a range of medical specialists with NICU expertise, behavioral health care, and post-discharge support, Maven ensures families are never left to navigate the NICU alone.

	Problem	Maven's Solution	Target Outcomes
During NICU stay	Around 24% of NICU days occur after intensive care is no longer needed ¹	Holistic support to meet discharge criteria sooner and address non-critical delays	Reduce average NICU length of stay
After NICU stay	Readmission risk is highest in the first 90 days post-discharge ²	Ongoing care to address common concerns before they escalate	Reduce ER visits and readmissions within the first 90 days

Innovation in action



To deepen our impact, Maven is expanding NICU capabilities with a more advanced, data-driven approach to early detection, discharge readiness, and post-hospital care. With real-time EHR signals, we'll identify NICU stays earlier and surface clinical and emotional needs through a dedicated screening, custom NICU dashboard, and coordinated logistical support.

These enhancements will strengthen care continuity, improve coordination, and deliver greater ROI.

1.<https://pubmed.ncbi.nlm.nih.gov/32699067/>
2.<https://www.asc-abstracts.org/abs2019/100-18-hospital-readmission-following-discharge-from-the-nicu-a-pediatric-health-information-system-study/>



PART 4

Driving outcomes that matter

Maven's impact is proven across both clinical and financial outcomes. We've published more than 15 peer-reviewed studies on digital care delivery, including eight focused specifically on our maternity outcomes, demonstrating significant improvements across key maternal health measures. These results reflect a model intentionally built to close the gaps left by traditional care.

Across six claims-based studies, including analyses with multiple Fortune 500 companies, Maven has demonstrated meaningful ROI. Independent validation from Milliman further affirms the strength of Maven's ROI methodology, giving organizations the confidence to invest in a solution that works.

UP TO

\$5K

in savings per Maven member

Clinical impact: Reducing risk, improving health

Our outcomes are drawn from a large, diverse member base and evaluated through rigorous methods, including risk adjustment and propensity score matching, to ensure valid comparisons between Maven members and non-members. Our data spans multiple years, geographies, and benefit designs—making our results scalable, not situational.

Key outcomes for all Maternity members include:

Up to 27%

reduction in NICU admissions

Up to 15%

reduction in C-section rates

For members enrolled in high-risk coaching, the results go even further. Among those with diagnosed conditions like chronic or gestational diabetes and hypertension, Maven drives additional reductions beyond our baseline outcomes:

16%

lower NICU admission rate

25%

lower C-section rate

The science behind the outcomes

Our approach is designed not only to drive results—but to measure them rigorously and act on what matters most. Here's how we do it:

- **Controlling for risk:** Nearly all of Maven's claims-based studies are risk-adjusted or use propensity score matching to ensure valid comparisons between Maven members and non-members. This allows us to confidently demonstrate reductions in NICU admissions, C-section rates, and overall maternity-related costs, even while engaging a more clinically complex population.
- **Cost driver visibility:** We analyze both the frequency and severity of NICU admissions, including length of stay and cost per stay. This allows us to isolate true cost drivers, whether it's higher utilization or rising unit costs, and understand where and how Maven is delivering impact.
- **Smarter navigation:** Because Maven engages members early in their pregnancy, we have the opportunity to influence site-of-care decisions. We use hospital-level data, like C-section rates and quality indicators, to help members choose higher-quality, lower-cost facilities.

CASE STUDY

Maven's claims-based studies showcase the real outcomes our clients see

We don't just promise impact, we prove it. Every year, we conduct multiple claims-based studies in partnership with our clients and payer partners to measure how Maven drives real clinical and financial value.

What we consistently find: Combining always-on virtual care with targeted high-risk maternity support leads to measurable reductions in costly events like C-sections, NICU admissions, and emergency department visits.

Here's what that looks like in action:

FORTUNE 25 EMPLOYER

ROI increased from 3.4x in year 1 to 4.5x in year 2, due to enhancements in Maven's high-risk programming

FORTUNE 25 EMPLOYER

Average savings of \$5,500 per enrolled member, based on claims analysis

Why it matters

Maven represents a strategic investment—delivering improved outcomes, enhanced member experiences, and measurable value for organizations seeking to strengthen their high-risk maternity support.



"With the resources that I had through Maven, my delivery was exactly the birth plan I wanted, my baby had no issues, and I was lucky enough to have a relatively short delivery as well. And with gestational diabetes, there are a few potential complications that you worry about. But my daughter was fully healthy. **Maven really helped make that possible**—especially having unlimited access to specialists all the time."

MAVEN MEMBER

Research spotlight

- Every one hour of Maven utilization led to a 4% reduction in risk of preterm birth for members who developed complications, leading to a high-risk pregnancy¹
- Members with a prior C-section who met with a Maven doula at least once had more than a 60% reduction in odds of having a C-section²
- For first-time moms with gestational conditions, those who reported that Maven helped them understand warning signs had a 33% lower risk of a NICU admission³

1.<https://journals.sagepub.com/doi/10.1177/20552076241277037>

2.https://journals.lww.com/greenjournal/fulltext/2024/02000/association_between_doula_use_on_a_digital_health.4.aspx

3.<https://pediatrics.jmir.org/2024/1/e56247>



CONCLUSION

A trusted partner in high-risk maternity care

Maven elevates high-risk maternity care with a modern solution that outperforms traditional approaches—delivering more timely interventions, deeper support, and superior outcomes at scale.

Maven as your core solution

Leading organizations choose Maven because it delivers what traditional high-risk maternity care often cannot: holistic, equitable, and personalized support that improves outcomes, reduces costs, and enhances existing healthcare strategies. Our flexible model allows us to exist as a standalone solution or integrate with other programs to provide support without duplication or disruption.

While health plans provide clinical oversight, Maven's coaches and providers fill critical gaps by offering emotional, educational, and behavioral guidance. This holistic approach supports care plan adherence, empowers members to manage their health with confidence, and ultimately, leads to healthier pregnancies and babies.

Together, clinical and coaching models work in sync to maximize value and ensure every high-risk member receives comprehensive, connected support. For organizations seeking a single, high-performing partner, Maven has the proven infrastructure, results, and member experience to serve as your complete maternity solution.



A platform built to manage high-risk care

Improving care for high-risk pregnancies is not only a clinical imperative, it's a business one. Employers and health plans are well-positioned to intervene—investing in a deeper layer of support with the right partner can reduce avoidable costs for organizations. This approach requires more than triage and phone calls.

With Maven, members receive early, expert-driven support packaged in a consumer-friendly and engaging platform.

The result: a scalable, comprehensive solution that meets members where they are and delivers measurable impact for employees and companies alike.



Maven is the world's largest virtual clinic for women and families on a mission to make healthcare work for all of us. From preconception and family building to pregnancy, postpartum, return to work, parenting, menopause, and beyond, Maven's intuitive platform removes barriers to accessing holistic support while improving health outcomes and return-to-work rates and reducing costs for employers.

Learn how Maven can help your organization support high-risk pregnancies with greater confidence and greater impact.

[Schedule a demo](#) to learn more.