

MAVEN BRIEF

Driving outcomes & cost savings with Maven



Employer healthcare costs are skyrocketing

In 2022 alone, overall healthcare costs **increased by 5%**, and experts expect to see another 6% increase in 2023. In particular, maternity care is a **top-five area** of healthcare spend for employers, and it's only getting more expensive.

What's driving these higher costs?

Traditional family care in the United States simply isn't supportive enough. Specifically, there's a shortage of specialized, comprehensive, and high-quality care available to people starting and raising families—even those with employer-sponsored health insurance. These care shortages directly impact the costs facing both employers and families.



BY THE NUMBERS: MATERNAL HEALTHCARE COSTS

\$26.2B

Preterm babies are **some of the most expensive patients** in all of pediatrics, accounting for **\$26.2 billion in healthcare expenditures** or over \$51,000 per infant

UP TO
\$11,000

C-sections can cost \$1,500 to \$11,000 more than vaginal births, even before adding in the cost of additional complications

1 in 3
PREGNANT PEOPLE

One in three pregnant people will have at least **one emergency department (ED) visit that is unnecessary**, costing employers and health plans up to \$2,000

90%
HIGHER COSTS FOR
BIRTHING PEOPLE

Perinatal mood disorders (PMD), such as depression and anxiety, affect **one in eight women around the world**. Birthing people with PMDs have **90% higher healthcare costs** than those who don't

UP TO
\$30,000

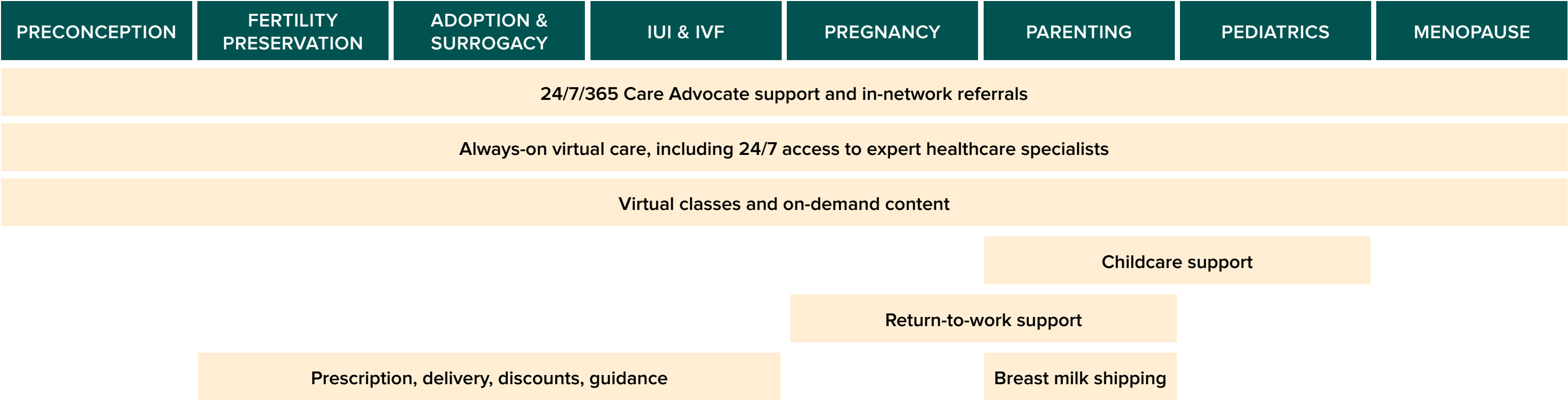
A single cycle of IVF **can cost up to \$30,000**, and the average **out-of-pocket cost for fertility treatments is above \$10,000**

Maven’s clinical approach to family health

Maven’s digital family health platform mitigates these high costs and helps provide more equitable care for families today. Using our platform, members can access Care Advocates, providers, virtual classes, and content based on clinical guidelines designed to support them through their family journeys.



Maven supports a wide spectrum of diverse needs



70+ NPS

Maven averages a 70 NPS across all programs and tracks

4.9/5

Appointments with Care Advocates and providers average a 4.9/5 rating

17+ ENGAGEMENTS PER MONTH

Members engage with providers, appointments, classes, and content over 17 times a month

70%+

70% of members say Maven helped them learn accurate information about their pregnancy

How Maven drives cost savings through clinical outcomes

For nearly a decade Maven has led the digital family and reproductive health space, driving clinical and business outcomes for our clients and members. Maven helps improve outcomes through early interventions, 24/7/365 care management, access to specialists, mental health support, and on-demand educational content. The result? Lower costs, higher productivity, and healthier families.

With Maven, employers can expect **\$3.2k-\$4.8k** in savings per member



FAMILY BUILDING AND FERTILITY

Cost savings per member: **\$0.9k - \$1.7k**

17%

of Maven members who are considering fertility treatment avoid treatment

94%

of people who pursue IVF/IUI at Maven partner clinics have a single pregnancy (only one fetus, as opposed to multiple fetuses)

OVER
30%

of members reported finding emotional support through Maven's mental health coaching



MATERNITY

Cost savings per member: **\$2.6k - \$3.5k**

27%-31%

reduction in unnecessary emergency department visits

8%-20%

lower C-section rates among Maven members

20%-28%

lower NICU admission rate among babies born to Maven members

23%-28%

of members report from improved mental health

20%-25%

of members breastfeed longer with the support of Maven

BUSINESS PRODUCTIVITY

Cost savings per member: **\$1.2k - \$2.1k**

70%

70% of Maven members report being more productive at work

96%

96% of Maven's Family Building members are more loyal to employers because they have Maven

OVER
90%

Over 90% of Maven members return to work, compared to the national average of 57%

Let's deliver exceptional care together

As we build the future of family health, Maven is your partner in driving outcomes, reducing costs, and improving employee experience.

Learn more at mavenclinic.com, or [contact us today](#).

