

From *confusion* to *confidence*:

Designing menopause
benefits that deliver

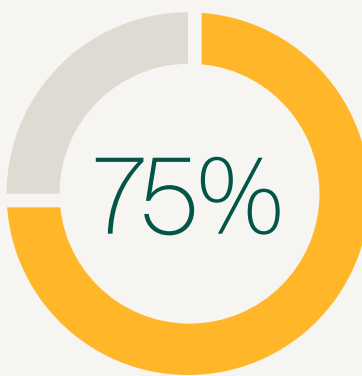
Menopause is no longer a *taboo* subject.

Ads on the subway, conversations on podcasts, and a surge of products have made it an increasingly visible health topic in recent years. This visibility has broken stigma, but it has also created a new challenge: information overload.

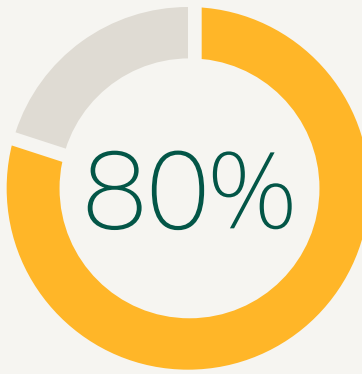
Employees now face a wave of misinformation, ineffective products, and contradictory advice. Instead of feeling in control, they are left confused, overwhelmed, and unsupported.

The resulting landscape is costly for both employees and employers. Over a third of employees have considered stepping back or leaving their jobs due to their symptoms, and the Mayo Clinic estimates the U.S. economy loses \$26.6 billion annually to decreased productivity and healthcare costs tied to unmanaged menopause symptoms.

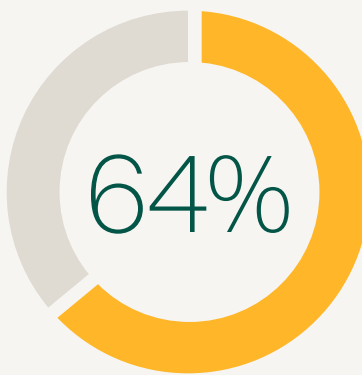
But there is a better path forward. With personalized, expert-led care, employers can cut through the noise and deliver real outcomes: improving symptoms while keeping costs in check.



of people going through menopause experience vasomotor symptoms, such as hot flashes and brain fog



of OB-GYN residents report feeling barely comfortable discussing or treating menopause



of employees experiencing menopause say they don't feel certain about how to manage their symptoms

The menopause *care gap*

The journey through menopause can be long and challenging. Menopause itself is defined as going a full year without a period. But the stage before it, perimenopause, often lasts between three to seven years. During this time, fluctuating estrogen and progesterone levels trigger a range of physical and emotional changes.

When these gaps in care remain unaddressed, they ripple outward—fueling costs that affect not just employees, but employers as well.

The *hidden costs* of menopause

When employees enter menopause without access to knowledgeable providers or clear guidance, the consequences extend far beyond individual discomfort. For employers, these gaps in care don't just affect daily performance—they accumulate into hidden costs that undermine retention, leadership diversity, and the bottom line.



● LOST LEADERSHIP DIVERSITY

One in ten women who have gone through menopause have left a job due to symptoms. Overload accelerates this attrition by leaving employees without clear, trusted paths to support. The loss of mid-career women reduces leadership diversity, which research shows improves business performance by over 35%.

● TURNOVER COSTS

Replacing an employee in a leadership role can cost up to 200% of their annual salary. When symptom burden leads to attrition, employers shoulder the price of lost institutional knowledge and high recruiting costs.

● PRODUCTIVITY LOSS

Employees spend time seeking answers, trying unhelpful remedies, and struggling through persistent symptoms. Severe menopause symptoms and a lack of support cost employers more than 14 days of lost productivity per year.

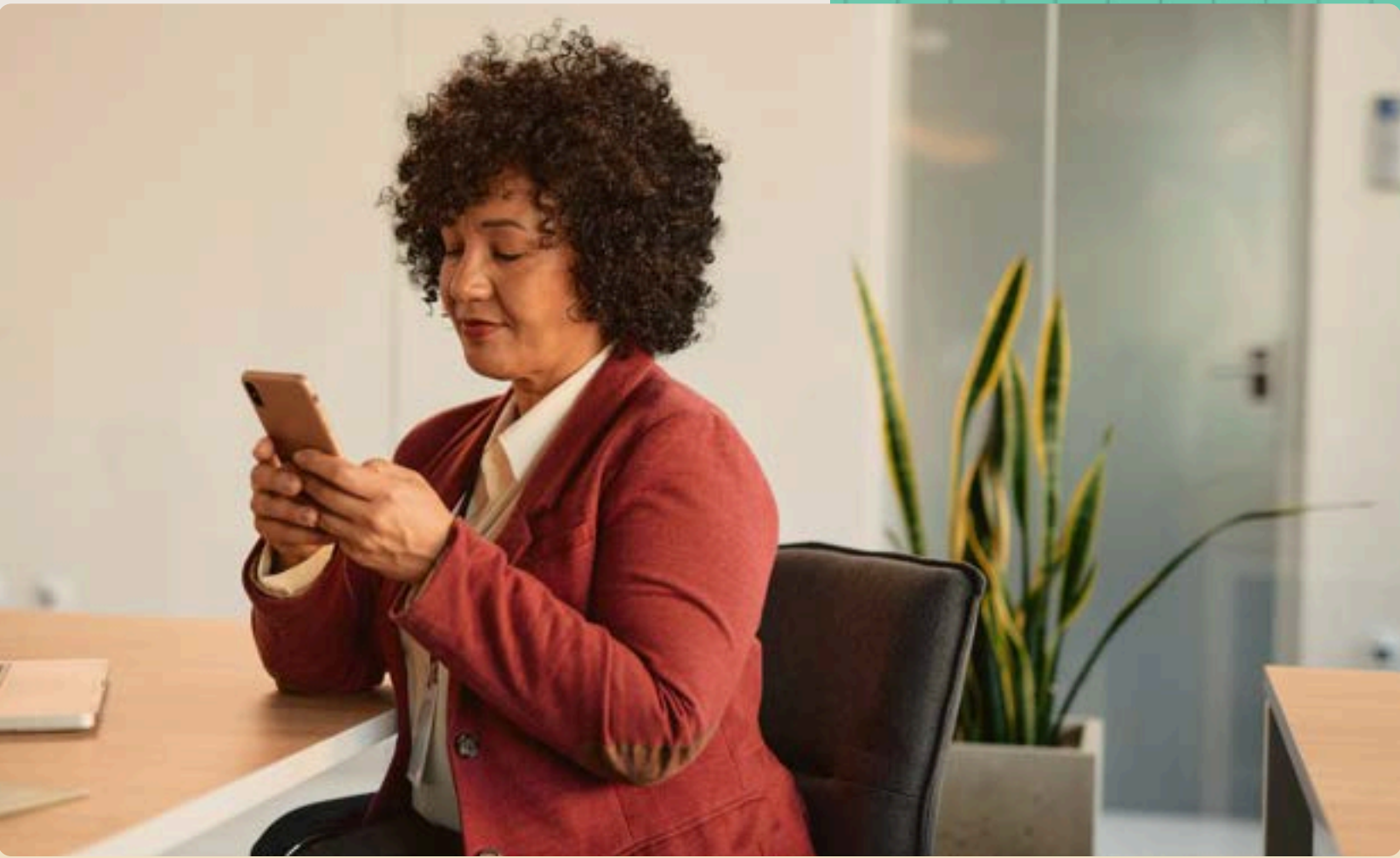
● HEALTHCARE COSTS

Menopause adds an average of \$2,100 in healthcare costs per employee per year and \$400 in pharmacy costs. Without access to trusted resources, employees turn to ineffective products or unproven treatments that further increase costs.

Behind these costs are the everyday struggles of employees, whose unmet needs for clear, trusted support drive both personal challenges and organizational risks.

The *unmet needs* of employees experiencing menopause

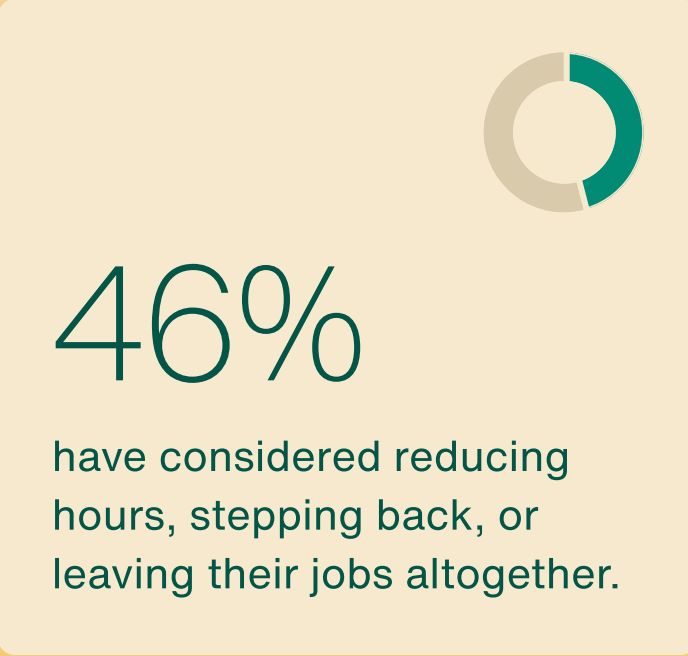
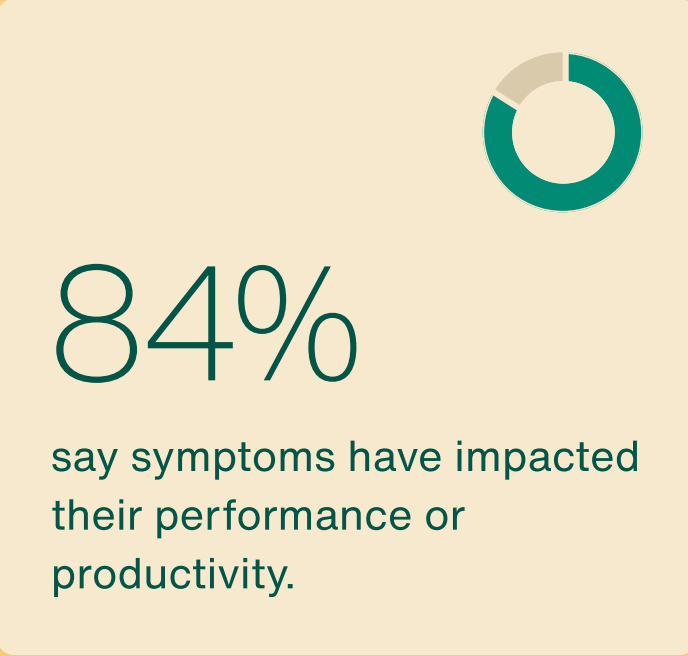
Employees experiencing menopause are actively searching for solutions, but many are not finding them in the healthcare system. In the absence of trusted care, employees turn to the internet, where a flood of blogs, podcasts, product ads, and influencer advice compete for attention.



What they find is rarely straightforward. Contradictory information and unproven products create more confusion than clarity—and employees are left without a clear path forward.



This information overload doesn't just frustrate employees—it has measurable consequences at work. Among employees who say menopause messaging overwhelms them:



These unmet needs reveal a gap that employers are uniquely positioned to fill. By offering evidence-based, clinician-led care, employers can replace noise with clarity, and uncertainty with confidence.

From *overload* to *outcomes*: Building a menopause-friendly workplace with Maven

The hidden costs of menopause and the surrounding noise impact both your company and your employees, but benefits leaders can mitigate these negative effects. Designing a workplace that empowers employees with the care and expert advice they need in this phase of life can help reduce confusion, boost productivity, and improve retention.

Where employees encounter noise, Maven delivers clarity and outcomes. Unlike newer entrants chasing trends, Maven has over a decade of experience supporting women’s healthcare journeys. We provide trusted, clinician-backed care, and our expertise extends beyond prescriptions to the whole person. With Maven, you can:



93%

of users experience a reduction in severity of at least one menopause symptom after 3 months of Maven.

“My in-person doctors are great, but they can't compete with the entire team I can meet with on Maven. I’ve met with a **Wellness Coach**, **Physical Support Coach**, **OB-GYN**, **Career Coach**, **Naturopath**, and many more. My daughter calls them my ‘entourage’ during my Taylor Swift Menopause era.”

MAVEN MEMBER

Increase access to specialty care

With the majority of OB-GYN residents feeling uncomfortable with treating menopause, many employees are left without adequate support from the healthcare system. You can fill these gaps in care by offering your teams virtual access to healthcare providers, like endocrinologists or mental health counselors, who specialize in menopause care. This expert support ensures employees can find menopause treatments that work for them.

MAVEN OFFERS

- Early identification of menopause symptoms and chronic condition guidance
- 24/7 virtual access to menopause specialists
- Inclusive treatment options, with trusted clinical expertise in both hormonal and non-hormonal paths
- 1:1 mental health care to address anxiety, depression, and stress
- Nutrition and physical health guidance tailored to the menopause journey
- Career and workplace support to help employees stay engaged and advance professionally



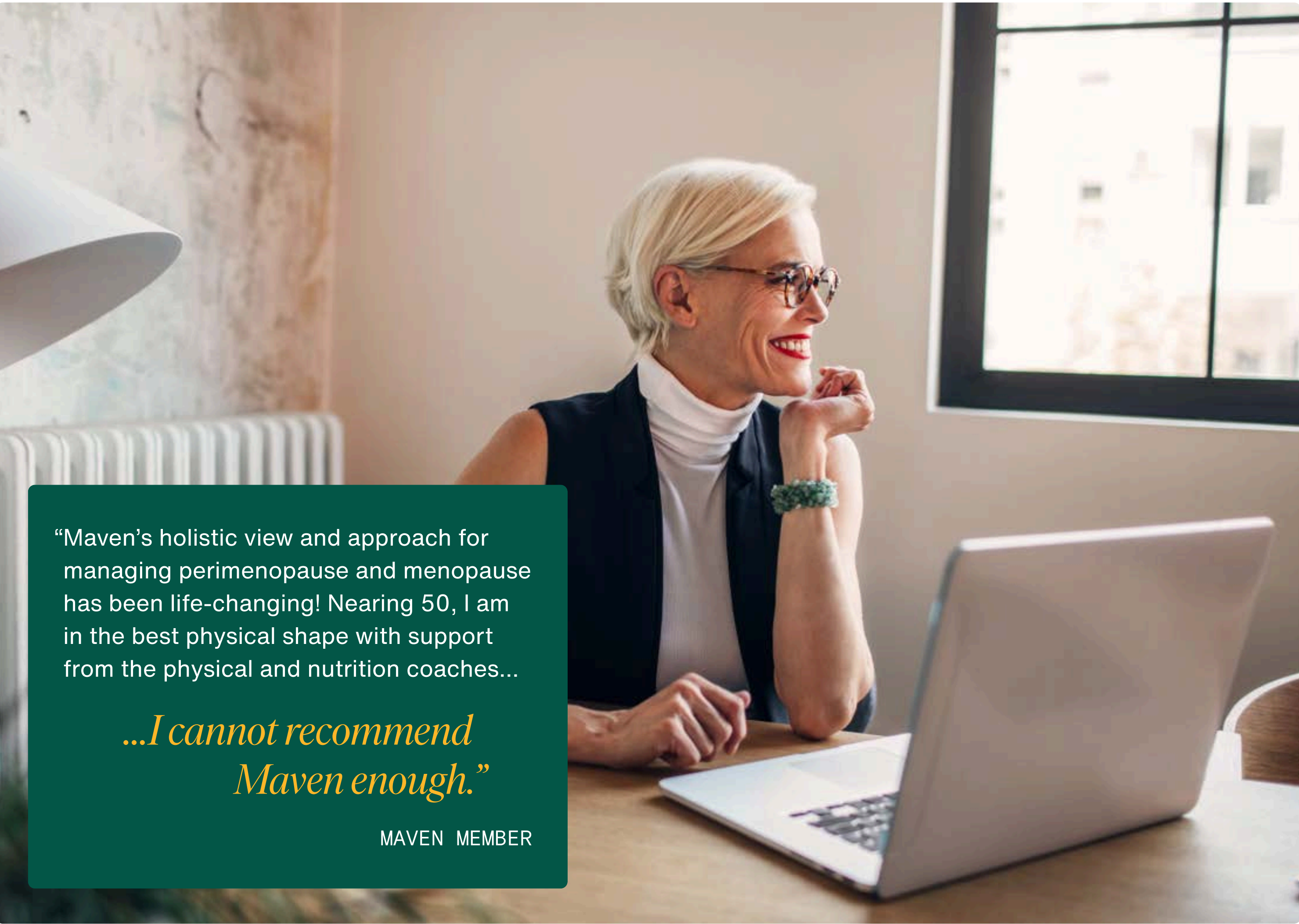
Provide trusted education and resources

Employees are looking for information on menopause. Access to clinically-vetted articles and classes provide trusted guidance, sparing them from relying on social media or unproven treatments. 66% of employees say access to expert-led menopause care like this would make them more likely to stay at their current employer.

MAVEN OFFERS

- Dedicated Care Advocates for navigation and support
- Clinically-vetted articles about menopause
- On-demand and live classes and workshops with menopause experts
- Peer support through moderated drop-in groups





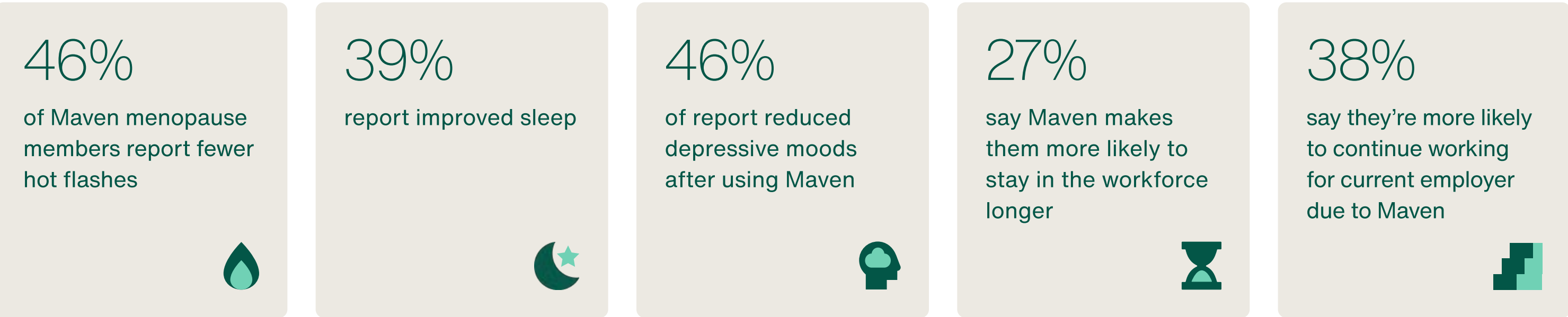
“Maven’s holistic view and approach for managing perimenopause and menopause has been life-changing! Nearing 50, I am in the best physical shape with support from the physical and nutrition coaches...

*...I cannot recommend
Maven enough.”*

MAVEN MEMBER

How Maven *cuts through* the noise

Maven is clinically led—not driven by fads, supplements, or baseless products. We deliver evidence-based, inclusive care that cuts through the noise and focuses on what works.



[Experience Maven](#) through the eyes of a member. →

Transform your menopause benefits

By offering personalized, expert-led menopause care, employers can shift from overwhelm to outcomes that matter—for people and for business. Maven makes that transformation possible.

[BOOK A DEMO](#) to deliver cost-effective care that works.