



MEMBER IMPACT REPORT



 MAVEN



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To Our Community—

The most important measure of a healthcare company is the scale of its impact: on patients, on populations, and on costs.

This industry is expansive and full of organizations doing innovative, exceptional work, but it is that very vastness that also contributes to some of its worst attributes. For too many people, healthcare is synonymous with expense, complexity, and indifference when it matters most. Even the best-intentioned healthcare companies can perpetuate these problems if they are not obsessed with impact.

For us at Maven, our impact is the result of our global, platform-based approach. Members have access to their own Care Advocate and personalized care team from the largest virtual provider network in women's and family health. They also have access to a vast library of evidence-based content and on-demand classes, peer-support communities, and intuitive financial wellness tools that bring our members' out-of-pocket expenses—like those for in vitro fertilization or doula support—into healthcare, where they belong.



Focusing on outcomes against a challenging backdrop

Our foundation as a technology company allows us to move quickly and innovate with the urgency that healthcare demands. That competency has never been more necessary than in recent months.

The Supreme Court's decision to overturn *Roe v. Wade* came against a backdrop of worsening maternal health outcomes in the United States, which is already the most dangerous country in the industrialized world to have a child.

Maven moved quickly to meet customer and member needs, both through our pregnancy options counseling and with Maven Wallet, which allows employers to reimburse their people for travel and other costs related to abortion and reproductive healthcare. I've been gratified by the responses of employers who see this issue as fundamentally about equity, not politics, and have partnered with us to ensure their employees can access the care they need regardless of where they live.

From day one, our product philosophy has been to build something that members love, trust, and return to, with the hypothesis that when patients are engaged in their healthcare, outcomes improve and costs come down. The data proves this out. Using Maven reduces the likelihood of emergency department visits and in-person care—members who visit with a Maven OB-GYN are 4.2x more likely to avoid such services. In an endorsement of our multichannel approach to care delivery, the highest quartile of engagers in Maven's content, classes, and community functionality are 4x as likely to avoid a trip to the ED.

The fact is that the journeys we support are underserved globally, even in countries with nationalized health systems that have made cost of care a focus. It should not be the case that in 2022, the way someone looks, or where they live, or how they identify, or how much money they have dictates the quality of their healthcare experience, but it is, and we all pay the price.



Our commitment to advancing health equity globally is core to who we are at Maven. Today, more than 60 percent of Maven's global clients offer our platform to their international workforces. More than 30 percent of our providers identify as a person of color and on any given day, some 35 languages are spoken on our platform.

Looking forward

I have been asked more and more frequently about whether I remain hopeful that the standard of care for women's and family health can actually be improved.

My answer is that I do feel optimistic. I'm fortunate to work every day with colleagues who are fiercely mission-driven and motivated to make an impact. There's no question, however, that the journey ahead will not be straightforward. Maven is here to see it through.



Kate

KATE RYDER

Founder and CEO, Maven Clinic



“It’s so specialized. Maven gives me what I need right now.”

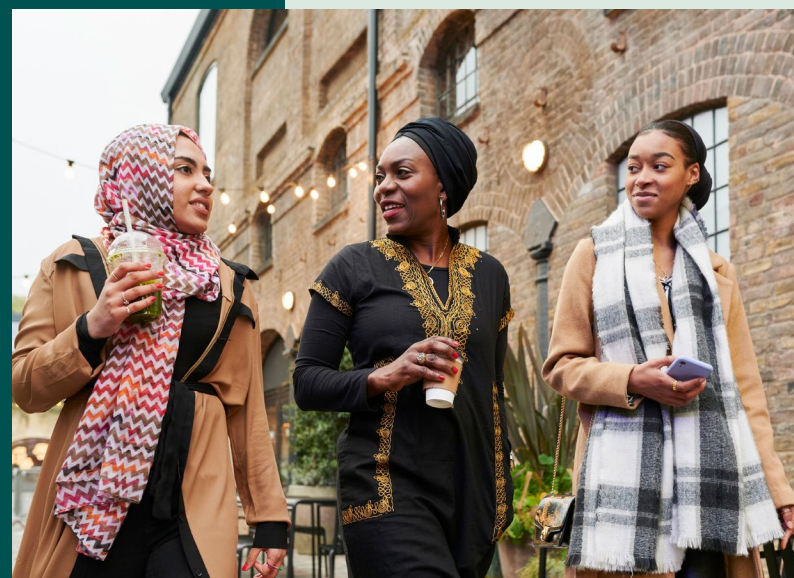
TERESA
Maven Member

Deepening Reach and Engagement

In 2022, we touched more lives than ever before—expanding the breadth and depth of our support.

15 million+ covered lives

175+ countries



5.4 million

Total member touch points with Maven

5,000+

Appointments per week

635k+

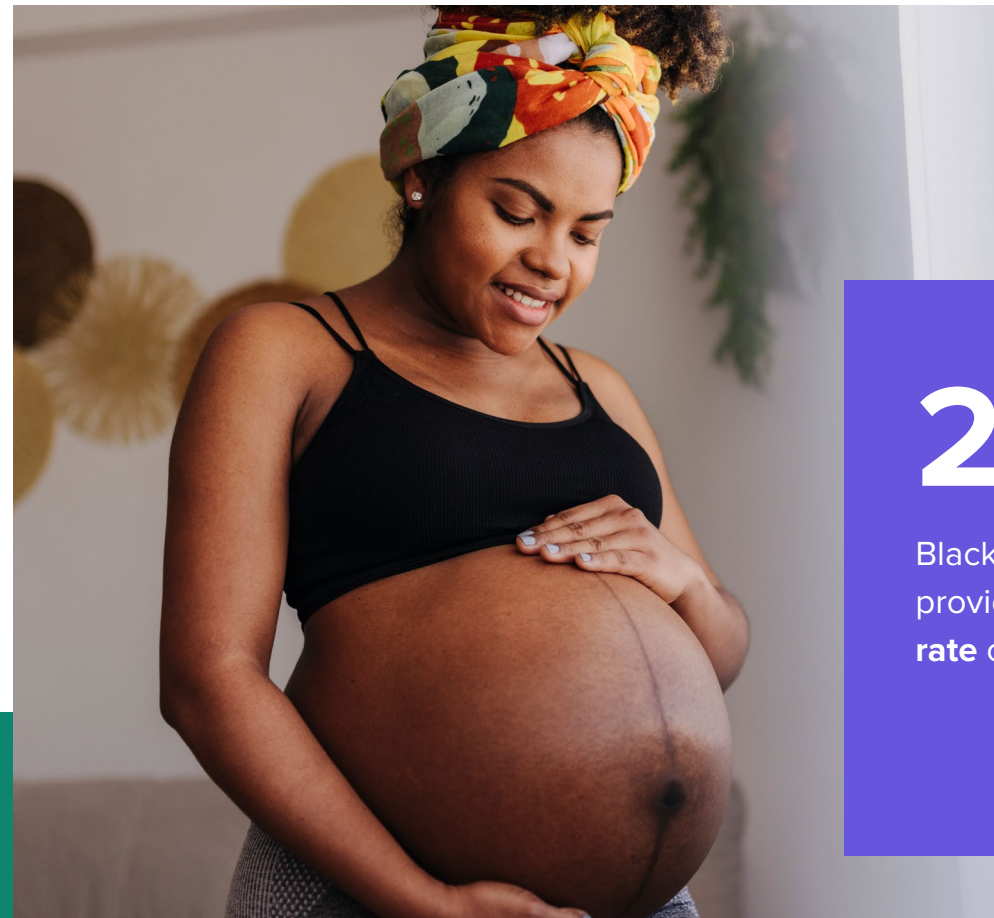
Provider-member interactions

280k+

Member interactions with Care Advocates

Delivering Better Outcomes for All

We're transforming the healthcare experience for families everywhere.



Providing equitable access to care

2x

Black members use Maven provider appointments at a **2x rate** of non-Black members

50%

Non-white members were **50% more likely** to report Maven helped them avoid an ED or in-person visit than white members

SECTION II

Meet your dedicated Care Team

We're here to support you for anything you need.



Kaitlyn

Your Maven Care Advocate
Your personal healthcare concierge



Meena Palayekar
OB-GYN



Judi Li
Lactation Consultant



Mercedes Samudio
Mental Health Specialist

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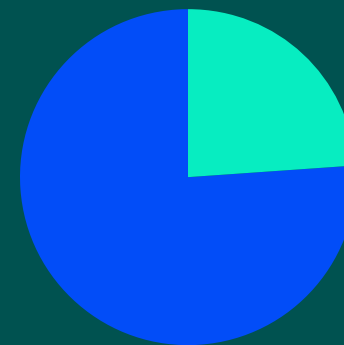
6x

Members who met with a Maven Care Advocate were **6x more likely** to have a vaginal birth after cesarean than those who didn't

4x

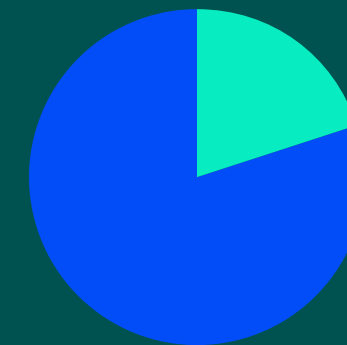
Members who met with a Maven OB-GYN were **4x more likely** to report that Maven helped them avoid an ED/in-person care visit than those who didn't

Improving clinical outcomes



24%

of Maven members achieve pregnancy without treatment



20%

reduction in C-section rates for first-time child bearers



UP TO

28%

reduction in NICU admissions



Innovating to Meet Urgent Needs

The landscape of women's and family health continued to see dramatic shifts this year. Maven recognizes the importance of providing the highest-quality care to those starting and raising their families.

Let's take a look at the new products we introduced in 2022.

- 01** Menopause & Ongoing Care
- 02** Pregnancy Options Counseling
- 03** Expanding Maven Wallet
- 04** Integrating Maven Card

Menopause & Ongoing Care



SECTION III

“Adding Maven’s menopause benefit continues our mission to provide inclusive and comprehensive care for all.”

MEGAN BAKER

Director of Payroll Stock & 401(k) at Checkr

1.3 million

women in the U.S. enter menopause annually

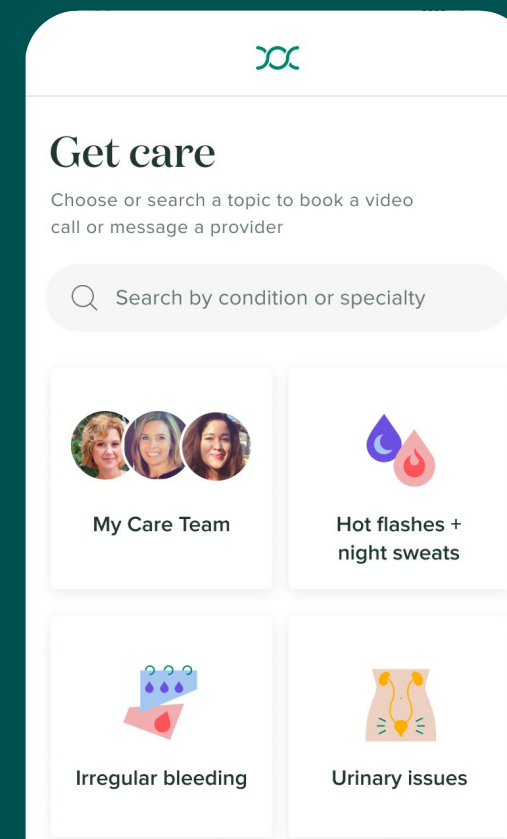
40%

report that menopause interferes with work every week

Roughly 6,000 people reach menopause every day in the U.S. alone. Studies suggest that global productivity losses due to menopause could top a staggering \$150 billion a year. Other studies note that menopause leads to over \$2,100 per person in direct and indirect healthcare costs per year.

In October, we launched our **Menopause & Ongoing Care** solution to address the unmet reproductive health needs of our midlife members. Through dedicated care teams and care advocacy, unlimited access to specialists, clinically-vetted educational resources, and drop-in groups, members receive the physical, mental, and emotional support they need throughout the perimenopausal and menopausal journey.

[Learn more about Menopause & Ongoing Care](#)



“Our mission has never felt more relevant or urgent than it does today.”

KATE RYDER,
Founder & CEO of Maven

Pregnancy Options Counseling

Maven partners with employers and health plans globally to provide support for people considering their pregnancy options, in accordance with state and local regulations. Maven’s **Pregnancy Options Counseling**, which is part of our Maternity program, provides members with a safe space and helpful resources to consider their options, whether they choose to continue or end their pregnancy, or pursue adoption. Members can access pregnancy options counseling with dedicated care advocacy and virtual healthcare experts, abortion and embryo transportation expense reimbursement through Maven Wallet, and mental health support.

[Learn more about Pregnancy Options Counseling](#)

Get care

Find a provider who can help by using the search bar or choosing a topic below.

🔍 Condition, speciality, language...



My Care Team



Pregnancy Options Counseling



Emotional Health



General health

Not sure who to talk to?

Contact your care advocate for help finding a

NEARLY

1 in 4 women

in America will have an abortion before age 45

NEARLY

22 million women

of reproductive age live in a state where abortion is banned or severely restricted

Expanding Maven Wallet

In 2022, we expanded **Maven Wallet**, our financial well-being solution, to include additional maternity, childcare, and menopause expenses. Maven Wallet now allows members to submit claims for covered services throughout the family-building journey and beyond, including fertility treatment and preservation, adoption, surrogacy, pregnancy options (including out-of-state travel support), childcare expenses, menopause, and more.

Wallet eliminates the need for collecting receipts and manually entering or approving expenses, reducing administrative overhead.

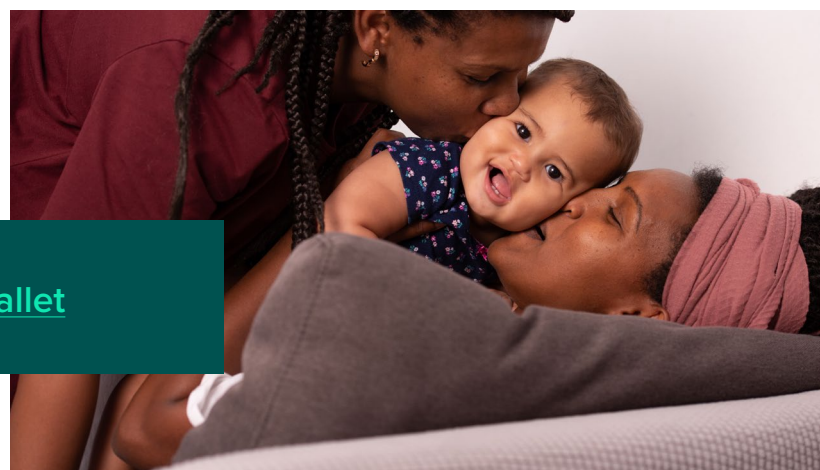


“It’s great to have a trusted resource for information that I can seamlessly access whenever I need it.”

MAX

Maven Member

SECTION III



[Learn more about Maven Wallet](#)

6x growth

in total Maven Wallet reimbursements in 2022

My Maven Wallet

Remaining funds

\$5,000.00

\$5K LIFETIME MAX

Total budget

Your total usage to date **\$0.00**

\$5K LIFETIME MAX

Submit a receipt to create a new reimbursement claim.

[Submit a receipt](#)

Integrating Maven Card

To better support members' financial health, members now have access to the **Maven Card**. The card gives employees an easy way to charge costs to their employer-sponsored expense accounts, helping reduce some of the stress surrounding family healthcare.

As a key component of Maven Wallet, the Maven Card makes expense management even simpler for companies and their employees. Maven Card provides members with a physical card linked to their employer-sponsored funds to use in lieu of a personal bank account—cutting their out-of-pocket expenses. An in-app dashboard updates in real-time to reflect benefit balances and claims status, offering members a clear view into their benefits without any uncertainty as to what will be covered and reimbursed.

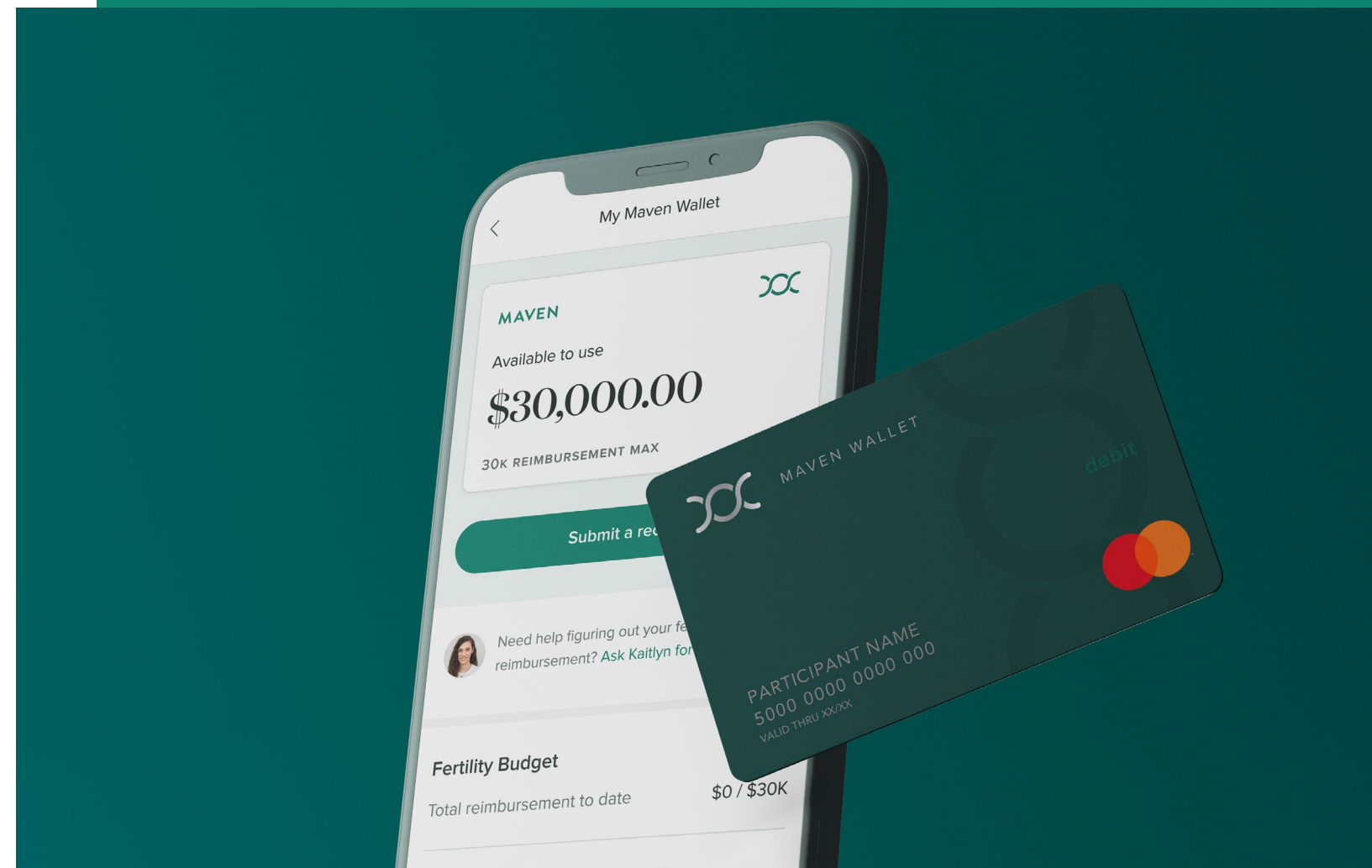
With Maven Wallet and Card, members don't have to share the details of their treatments with their HR teams to get reimbursed.

[Learn more about Maven Card](#)



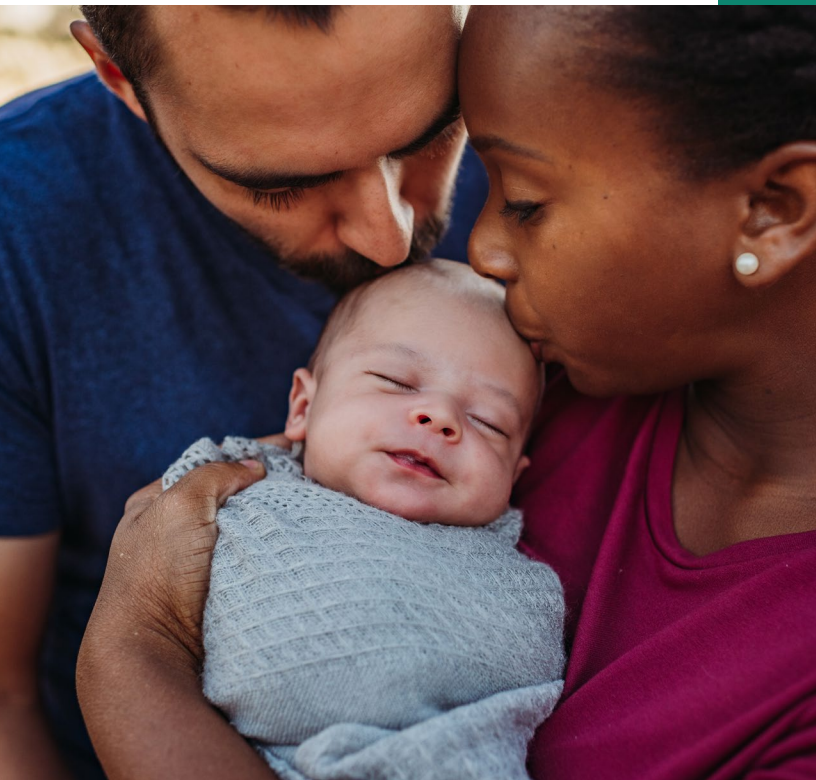
“Maven Wallet was the smoothest reimbursement process I’ve ever been through for anything—let alone fertility.”

MO
Maven Member



Sharing One Mission with Our Clients

In 2022, we added more than 250 new clients across our book of business. In all, we partner with more than 450 clients across industries—from financial services to ship-building—with members located across the U.S. and in more than 175 countries around the world. We're tremendously grateful for their support, which together has allowed us to make an impact on so many lives.



“We wanted to ensure that every new Microsoft family can get started on the right foot. We look forward to providing our global employees the support they need on their parenting journeys with Maven.”

SONJA KELLEN

Senior Director, Global Health & Wellness,
Microsoft

“Blue Cross Blue Shield of Michigan and Maven have a shared mission in health equity and investment in community partnerships to address racial disparities and improve maternal and infant healthcare outcomes.”

AJI ABRAHAM

SVP, Health Plan Business Innovation & Market
Solutions, Blue Cross Blue Shield of Michigan

“Our programs through Maven Clinic give our employees and family members 24/7 access to top-quality providers and support from home—at every stage of their journey.”

MATT PHILLIPS

AVP Benefits,
AT&T

Overcoming Postpartum Challenges: Meghan's Story

Meghan, a mom of two, turned to Maven for guidance on postpartum challenges. Meghan shared how Maven's on-demand care helped her take charge of her postpartum anxiety.



“I looked fine to people who don't know me, but I wasn't fine.”

An anxiety-provoking postpartum period

When Meghan's son was nine weeks old, she found a hernia on him that required surgery. The stress of her newborn's surgery, while raising a toddler and battling mastitis, was overwhelming. “The whole thing was really stressful,” Meghan recalled. Combined with lack of sleep, these challenges triggered intense postpartum anxiety. “I needed to wean after mastitis, and I was so afraid of hormonal shifts, on top of my postpartum anxiety. That's when I started messaging a Maven Lactation Consultant to help me with a plan for weaning,” Meghan explained.

Support for postpartum anxiety

Although postpartum anxiety affects an estimated one in five women after giving birth, there's little awareness about the mood disorder. “I looked fine to people who don't know me, but I wasn't fine,” Meghan said. “I really feel that if more women knew about postpartum anxiety, more women could get help.”

Meghan felt lucky—using Maven, she quickly had a team of providers to help address her anxiety. Her postpartum anxiety was mitigated with access to reliable and reassuring communication from trusted sources. Meghan saw a variety of providers for her needs, including an infant sleep coach, a holistic nutritionist, and a physical therapist.

Meghan's next step on her Maven journey was returning to her job with a routine that worked for the whole family. The support Meghan received from Maven empowered her and bolstered her confidence. “I feel like I've become a better mom and a better person because of it,” she said.

[Read Meghan's Story](#)

Navigating Fertility with PCOS: Priscilla's Story

Priscilla, a senior industry account manager at Microsoft, always knew she wanted to be a mom. But after being diagnosed with polycystic ovary syndrome (PCOS), Priscilla assumed starting a family would be difficult. When she began using Maven, Priscilla's providers helped her take charge of her parenthood journey.

Priscilla's PCOS diagnosis

As a teenager, Priscilla was diagnosed with ovarian cysts, a condition that can cause complications with fertility. "I thought if I ever wanted to have children, it might become an issue," Priscilla said. When Priscilla and her husband, Cesar attempted to conceive years later, Priscilla was also diagnosed with PCOS. PCOS is a common cause of female infertility, affecting six to 12 percent of American women.

How Maven changed Priscilla's fertility journey

Through Maven, Priscilla learned about the process of getting pregnant with PCOS. "My fertility journey changed with Maven," Priscilla said. During her conversations with a Maven Fertility Awareness Educator, a Nutritionist, and her Care Advocate, Priscilla learned more about PCOS and how to manage it with diet and lifestyle changes. "The difference between Maven and other practitioners that I had seen is the time spent," Priscilla explained.

Support from preconception to pregnancy

Before using Maven, Priscilla and her husband, Cesar had been trying to conceive for several months. After two months of using Maven, with support from a Maven Nutritionist and Fertility Awareness Educator, Priscilla became pregnant. Priscilla and Cesar were overjoyed: with her PCOS diagnosis, they thought trying would take years. After getting pregnant, the couple turned to Maven for support on everything from breastfeeding classes to nutritional guidance.

The Maven difference

Maven empowered Priscilla to take charge of her journey with accurate and timely information. "I'm thankful that Microsoft offers us Maven, because it's been helpful and impactful," Priscilla says. "I'd say that Maven is a game-changer."

[Read Priscilla's Story](#)



"I'm thankful that Microsoft offers us Maven, because it's been helpful and impactful."



This year, Maven launched MPact for Families, a new program dedicated to investing in community-based organizations (CBOs) advancing maternal health, created in partnership with March for Moms. The program provides mentoring and financial support to nonprofit groups that are filling gaps in care and building the trust that is core to better health outcomes.





The Power of Partnership

Through MPact for Families, Maven and March for Moms announced 12-month fellowships for two organizations that had already demonstrated meaningful impact through innovative approaches to longstanding health issues.

Black Mamas ATX

Black Mamas ATX’s mission is to ensure that Black women survive and thrive before, during, and after childbirth. Through programs including free doula support and monthly support groups, Black Mamas ATX is helping Black mothers in Central Texas find the resources they need for healthy pregnancies and birthing experiences.



Chocolate Milk Mommies

Based in Birmingham, Alabama, Chocolate Milk Mommies seeks to decrease racial disparities in Black maternal and child health by implementing initiatives that support breastfeeding and increase access to healthcare resources. These programs include free support from a lactation counselor, breast pump rental programs, and virtual meetups.

“Community-based organizations are essential to addressing the many disparities we see in maternal health across the United States.”

DR. DAWN GODBOLT
Director of Health Equity at Maven

SECTION VI



Maven's Global Impact

22.5x

growth in international
lives covered since 2020

60%+

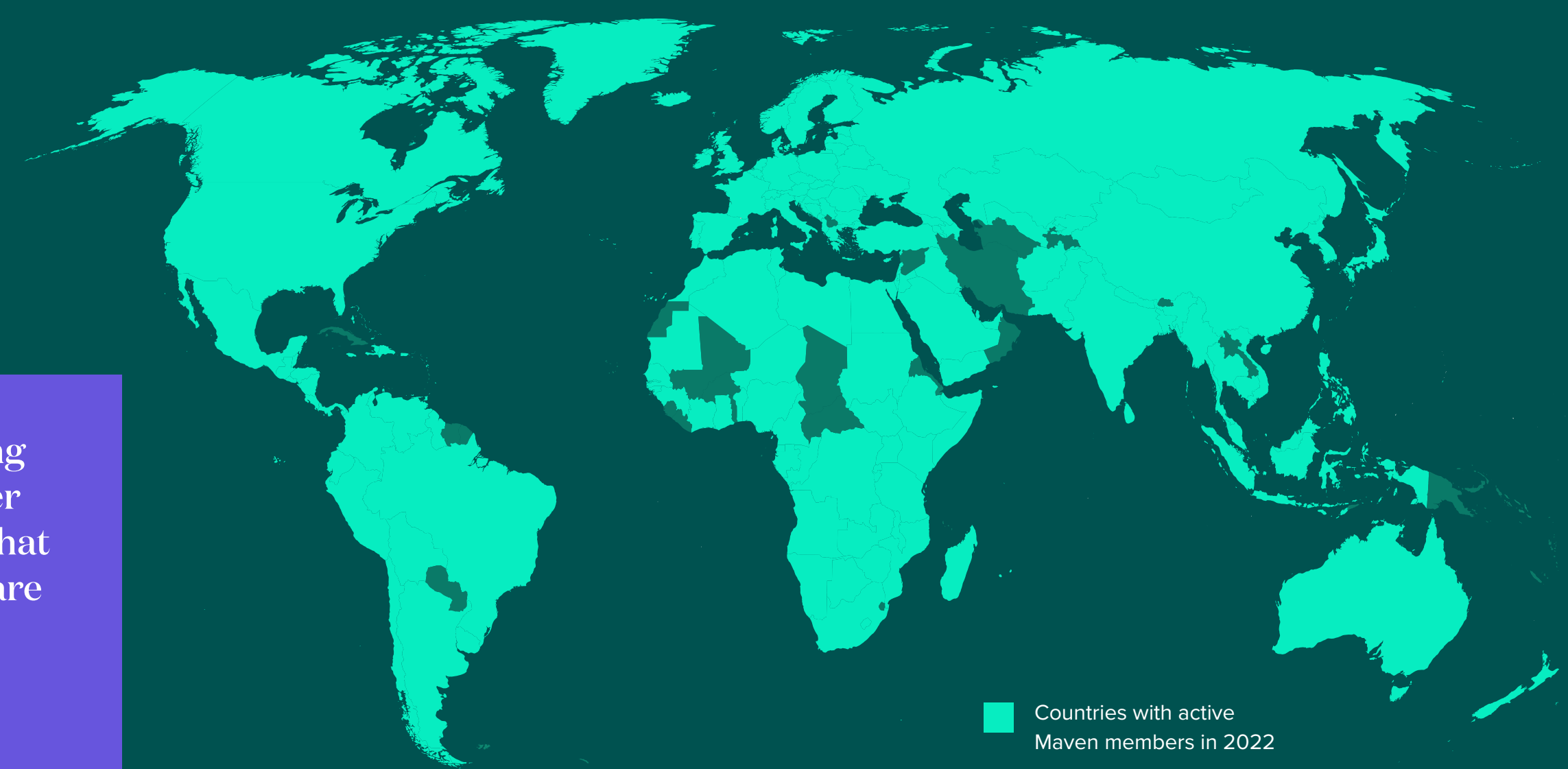
of clients with global workforces have
chosen to extend Maven globally

35+

languages spoken


4.9/5

average appointment rating



“Maven is an amazing resource...no matter where you are or what health system you are navigating.”

CATHERINE
Maven member

 Countries with active
Maven members in 2022



[Click here](#) to learn more about our full suite of solutions.

