



# Care matching in the family-building journey

**Care matching and culturally-humble care are key to improving inclusion, health equity, and maternal health outcomes**

Maven's virtual care model delivers support and care tailored to every aspiring parent's unique needs, circumstances and experience, helping reduce health disparities and improve outcomes.

## Discrimination and disparities in care impact maternal health outcomes

Every aspiring parent deserves to feel heard and understood during the family-building journey. But [implicit bias and discrimination](#) often stand in the way, negatively affecting the care received by Black women and women of color.

2x

Black women and women of color have nearly 2x the rates of infertility compared to white women and lower rates of accessing fertility care

3x

Black women are 3x more likely to suffer from complications during childbirth

2-3x

Black women are 2-3x more likely than white women to die from common causes of maternal death

*"We hear it anecdotally, but there is also research that indicates that we are more delayed in responding to and treating the pain of Black women."*

**- Neel Shah, MD, MPP, FACOG, [Behind the Headlines about Maternal Mortality](#)**

## Discrimination and disparities extend beyond race to sexual orientation and identity

[Research](#) shows that lesbian women are more likely than heterosexual women to report preterm births, low birthweight babies, and pregnancy ending in stillbirth, possibly due to facing homophobia or heteronormativity in the maternal journey.

Aspiring LGBTQ+ parents choosing adoption or surrogacy also often face discrimination and biases from prospective surrogates, donors, or surrogacy and adoption agencies.

## Care matching improves health equity and patient outcomes



According to studies, care matching promotes greater trust and understanding between doctors and patients, contributing to better health outcomes. Healthcare disparities can be reduced for underrepresented groups when their providers share the same backgrounds.

### Pairing Black patients and Black providers yields several benefits:

- More engaged patient-doctor conversations
- Improved prescription adherence
- More detailed note taking by practitioners
- Greater willingness to undergo preventative treatment
- Better patient understanding of health risks and complications

## Maven providers reflect the diversity of the people we support

Maven's care platform is built to give members 24/7 access to specialty providers and caregivers who can relate to their personal story, background and culture. From fertility awareness educators, doulas and midwives to mental health specialists, pediatricians and more, Maven's platform offers inclusive and personalized care for every aspiring parent and family.

### Maven offers unparalleled opportunity for care matching

**38%**

of Maven providers identify as Latinx, Black, Asian, or Middle Eastern

**30+**

languages and culturally-specific care are supported

**40+**

of our providers have clinical expertise supporting LGBTQIA+ patients, helping them navigate mental health, adoption, surrogacy, and other paths to parenthood

**40%+**

of Maven mental health specialists identify as Black

**8%**

of Maven providers identify as LGBTQIA+

To be matched with a Maven provider of a specific race or sexual orientation, a member simply makes a request to their Care Advocate. The majority (80%) of our care provider network participates in care matching. For context, Latinx and Black doctors [combined](#) account for just 11% of all physicians in the US, and only about 4% identify as [LGBTQIA+](#).

*"I just felt a little more comfortable speaking with someone who was African American, because sometimes I feel like I'm trying to be an advocate for myself and it's just still not working."*

**- JeDon, Maven Maternity member**

## Culturally-humble care: We meet members where they are

Meeting each member where they are—providing the right support, guidance and care for their unique needs—starts with understanding who they are and what matters to them. Maven Care Advocates and providers are trained on cultural sensitivity and [social determinants of health](#) — life context and factors that can make a significant impact on health outcomes.

Our caregivers are trained to address barriers to care, including unconscious racial bias, to provide better support to every member.



*"Cultural humility is about delving into what you can do to provide them with the best care while meeting them where they're at and understanding the forces that play. If a patient is 'non-compliant,' you need to figure out why that is. Is it because they don't have the adequate resources to eat the foods they're supposed to eat?"*

**- Kathleen Green, M.D., OB-GYN, Maven provider**

## Improve inclusion, health equity and outcomes with Maven today

Across Maven's comprehensive spectrum of family-building support, Maven is committed to delivering inclusive, personalized care. From planning and fertility to pregnancy, postpartum and parenting, we put each unique member at the center of everything we do.