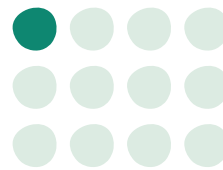


# Improving pregnancy outcomes with early hypertensive risk identification

Maven Clinic's proactive screening and interventions minimize costly pregnancy complications

For expecting mothers, pregnancy-related complications like hypertensive disorders are a real threat, causing and compounding health issues despite being **preventable and treatable**.



**1 in 12 women experience at least one hypertensive disorder during pregnancy**

## Pregnancy-related complications adversely affect outcomes and increase healthcare costs

When left undetected or improperly managed, hypertensive disorders and other pregnancy complications can lead to **dire consequences** for mothers and babies. Preeclampsia, a form of hypertensive disorder, causes **15% of premature births in the U.S.**

Hypertensive disorders can also result in skyrocketing costs of care. Hypertension is a leading cause of **postpartum hospital readmissions**, and babies born to mothers with hypertensive disorders are **15% more likely to be admitted into the NICU**. A 2012 study found that the total cost of preeclampsia in the first year of life was **\$2.18 billion** across the U.S. healthcare system.



Despite the adverse impact to health and the outsized financial burden from pregnancy-related complications, there is a severe deficit of risk reduction services available to expectant mothers today.

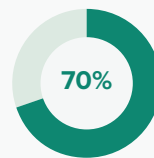
# Maven helps improve pregnancy outcomes through early risk identification

**Screening and monitoring** for risk factors can begin early in pregnancy, so preventative measures can be taken. Maven's virtual care model leverages personalized care advocacy to reduce risks for expectant mothers by offering:

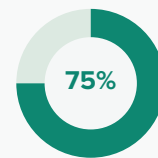
- ✓ Early engagement and detection of hypertensive disorder risk
- ✓ Connections to specialty care providers for unique needs
- ✓ A content library of evidence-based articles and classes, containing actionable material from medical experts

## DETECTING RISKS EARLY WITH ENGAGEMENT AND SCREENING

Maven's care model enables early engagement with expecting parents—members are screened for hypertensive risk when they join the Maven community, allowing for detection and intervention well before the emergence of symptoms.



of eligible members enroll in Maven



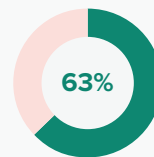
of expecting mothers join Maven in their first or second trimester of pregnancy



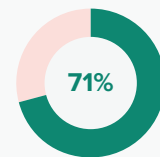
of members say Maven helped them understand early warning signs

## SUPPORTING HEALTHY OUTCOMES WITH MONITORING AND PROVIDER CONNECTION

When joining Maven, every member is assigned a dedicated Care Advocate who connects the member with the resources they need to achieve healthy outcomes. Care Advocates help to identify risk factors for and symptoms of hypertension and connect the member with in-person providers, virtual specialist appointments, mental health resources, and more.



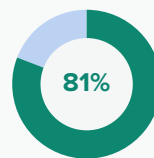
engage with one or more providers



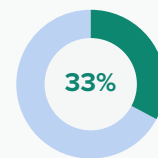
say Maven helped them learn medically accurate information about pregnancy or complications

## EDUCATING THROUGH EVIDENCE-BASED CONTENT AND RESOURCES

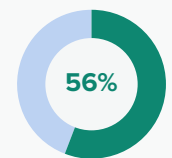
Through Maven, members have access to clinically-vetted resources, including articles that explain the signs of preeclampsia and the risks of high blood pressure during pregnancy. They also can join virtual classes and provider-monitored forums to chat with other expecting parents experiencing hypertension.



take advantage of Maven's extensive content library



attend a virtual class on the Maven platform



say something they learned through Maven influenced the way they approached their maternity journey



With Maven, members are empowered to engage with their health during their family-building journey through trusted resources and continuous care. To learn more about how Maven can help your organization support better outcomes for parents and their families, [request a demo today.](#)