

Lifestyle, Fertility, and Maven



How Maven engages with employees to improve fertility outcomes

Each year, infertility affects up to **15% of couples** trying to conceive naturally

Treatment, however, can be emotionally and physically taxing for parents. Research shows that our everyday habits and choices can impact the effectiveness of fertility treatments like IVF. We dug into the science to help you understand how Maven can help improve outcomes for your employees and reduce healthcare costs.

The lifestyle factors affecting fertility

There are a variety of different lifestyle factors that affect fertility, including dietary habits, exercise, and other physical activity. Difficulty coping with stress and poor mental health also affect fertility treatment engagement. Let's explore the latest research behind a few of the most common issues that Maven can address:

EXERCISE AND PHYSICAL ACTIVITY

Physical activity may benefit women pursuing fertility treatments, but recommendations need to be adjusted based on women's exercise histories and habits.

- [Physical activity before IVF/ICSI cycles](#) can be beneficial for fertility treatment outcomes
- The relationship between [exercise and fertility treatment outcomes](#) can vary based on type, [intensity, and duration of exercise](#)
- Compared with women with BMI in the normal range, women with obesity are [less likely to have live births following IVF](#)

STRESS AND MENTAL HEALTH

Stress can impact female reproductive function and treatment outcomes, and may influence treatment engagement.

- Waiting for pregnancy test results [can be stressful for intending parents](#)
- Women [commonly experience depressive symptoms and stress](#) while pursuing IVF
- Stress and mental health are commonly cited reasons for [fertility treatment discontinuation](#)

How does Maven help?

Maven's programs and expert provider network help members understand the lifestyle factors that affect fertility, and how they can take the reins as they progress through their fertility journeys, empowering them to make more informed choices for their health and their families.

12%

of new Maven Fertility Program members say they are seeking emotional support

97%

of members report that Maven helped them cope with the fertility treatment process

96%

of [Maven Fertility members](#) value their employer or partner's employer more because they offered Maven as a benefit

LIFESTYLE MODIFICATION

Lifestyle modification encourages women to engage in health-promoting behaviors like exercising, reducing stress, and eating nutritious meals. Support and reinforcement are extremely important: on average, [24% of women drop out of weight-related lifestyle intervention programs](#) aimed to help with infertility.

Maven's experts help members understand their unique risk and resilience factors by providing initial reproductive counseling, helping them understand recommendations from their in-person providers, or even coaching them when those recommendations are hard to implement and maintain.

MENTAL HEALTH SUPPORT

Given the unique emotional toll the fertility journey can take, it's no surprise that mental health clinicians are the most sought provider group by Maven Fertility members: [one in three appointments](#) booked by Maven Fertility members are with mental health clinicians.

Maven Care Advocates are trained to consult on the issues members face related to reproductive health, fertility treatment, and pregnancy, and are also available to support members and provide referrals to in-person mental health providers.

PARTNER SUPPORT

When it comes to fertility, the partner's health and wellbeing is an important part of the equation. Research shows that male partner obesity is associated with infertility, and there is an [association between stress and semen quality](#).

At Maven, partners have access to our full provider network for these purposes and more. We encourage partners to engage with Care Advocates and in our educational content, be it to support the couple or their individual health.

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This material is based on a recent review (Chronopoulou et al., 2021) published in F&S Reviews® highlighting the relevance of lifestyle factors to fertility treatment outcomes.