

Traditional approaches to maternal mental health are falling short

Maven identifies and addresses maternal depression early to mitigate emotional and financial costs.

Pregnancy and the postpartum period are marked by upheaval—physical changes, altered routines, and new roles in the family—that can profoundly affect well-being. Many women report stress and anxiety during this time, and about [one in 10 new or expecting moms](#) experiences depression.

Perinatal depression is under-treated, with outsized impact

[More than 65% of depression episodes](#) among pregnant women are not diagnosed, and only [half of pregnant women](#) with depression receive treatment. When left untreated, depression can disrupt sleep, appetite, energy, and concentration, and also take a toll on relationships at home and at work. Depression may lead to diminished productivity among working moms and reduce their likelihood of returning to work.

THE FINANCIAL IMPACT OF PERINATAL DEPRESSION

The annual societal cost of untreated perinatal depression and anxiety disorders is estimated to be approximately [\\$14.2 billion](#). Within a year of giving birth, total household spending (including all medical and pharmaceutical insurer spending) is [22% higher in homes with a depressed mom](#).

AN OUTDATED MODEL OF CARE FAILS TO DETECT MATERNAL DEPRESSION

Women typically interact with the healthcare system more during pregnancy and postpartum than any other period in their lives. Yet, increased contact and screening opportunities have not resulted in better detection or treatment of depression. Instead, studies show that [depression is less commonly diagnosed, and less commonly treated](#), among pregnant women than non-pregnant women of the same age group.

If we continue to rely on traditional methods of screening and outdated models of care, many mothers will not receive the help they need.



Maven supports maternal mental health

Maven's innovative virtual care model blends digital healthcare with personalized human care advocacy to dramatically improve the detection and management of depression. Each member receives:

- ✓ Early and ongoing screening for perinatal depression, anxiety, and their risk factors
- ✓ Care plan support and ongoing assistance from a Maven Care Advocate
- ✓ Education and guidance to evidence-based resources and licensed mental health providers and coaches

EARLY AND ONGOING MENTAL HEALTH SCREENING

Through proactive screening efforts, Maven identifies members at risk for perinatal depression and anxiety. Risk factors are assessed early in pregnancy and rapidly addressed. On an ongoing basis, Maven prompts members to periodically complete depression screenings. Members who are identified as having emerging symptoms are swiftly referred for further evaluation and treatment.

HOLISTIC, PERSONALIZED CARE PLAN DEVELOPMENT

Maven Care Advocates support members in developing personalized care plans, and help members adhere to, add to, or otherwise adjust care plans throughout pregnancy and postpartum. Care plans address each member's unique needs and preferences, directing them to appropriate evidence-based content, resources and offering referrals to high-quality mental health specialists. By filling gaps in care, Maven care plans ensure that members are connected with appropriate mental health services and other complementary care, to alleviate mental health concerns and other sources of stress, e.g., unnecessary visits to the emergency room or breastfeeding difficulties.

- **1 in 3** pregnancy program members report that Maven helped them manage anxiety or depression
- **1 in 4** pregnancy program members report that Maven helped them avoid a trip to the emergency room or doctor's office
- **43%** of pregnancy program members report that Maven helped them resolve breastfeeding challenges

Nearly **25%** of members come to Maven's pregnancy program with current or past difficulties with anxiety or depression

ONGOING SUPPORT AND EDUCATION

Through Maven, members have access to a vast array of resources and providers who offer culturally-humble care. Evidence-based content, classes, and appointments help educate members and reduce stress of the unknown. Members find that Maven's offerings are particularly helpful in identifying early warning signs, understanding new diagnoses, navigating high-risk pregnancies, and adapting to life as a new parent.

56%

of pregnancy program members report that Maven helped them understand warning signs during pregnancy

72%

of pregnancy program members report that Maven helped them learn medically-accurate information about pregnancy or complications

70%

of pregnancy program members report that Maven helped them with infant feeding support or infant care