

# Snowflake partners with Maven to deliver high-quality care to employees around the world





**INDUSTRY**  
Technology

**TOTAL EMPLOYEES**  
4,900+

**MAVEN PRODUCTS**  
Preconception  
Adoption & Surrogacy  
Maternity  
Parenting & Pediatrics

**OVERVIEW**

Snowflake, the Data Cloud company, is known for their peerless commitment to employees and their families. They needed a solution to support all employees planning, building, and raising their families in the U.S. and abroad.

**CHALLENGE**

Snowflake sought a benefit to help parents and their families thrive, no matter where they are in the world.

**SOLUTION**

Snowflake partnered with Maven to provide employees with global, end-to-end family care for every path to and through parenthood.

“The help, resources, and support I have received from Maven during my postpartum journey have been tremendously impactful. The virtual courses have been extremely helpful as well. I highly recommend Maven to everyone!”

**SNOWFLAKE EMPLOYEE**



Snowflake, the Data Cloud company, has always had family as its heart. The company proudly invests in the health and well-being of employees and their partners and families with generous paid time-off and various leave plans, as well as on-demand mental health and wellness programs.

However, the company realized that employees who are starting or raising families needed more support than their traditional health plans could provide, due to the deep structural inequities present in the healthcare system. Snowflake recognized the need to round out their benefits package with support and education for expecting, new, and current working parents.



“We had various leaves, enhanced fertility support, and more, but we needed to better support parents and caregivers.”

**JESSICA SUTTON**

Benefits Program Manager, Snowflake

As Snowflake built out its suite of health and wellness benefits, the people team realized they needed to provide more support to working parents, whether they were expecting, adopting, returning from leave, or raising their families. They knew that amid rising costs, declining access to quality care, and economic uncertainty, their employees needed more support for their families at home.

“We wanted to provide an extra level of support for parents, and we knew our competitors were doing the same,” says Jessica Sutton, Benefits Program Manager at Snowflake. “We had various leaves, enhanced fertility support, and more, but we needed to better support parents and caregivers.”

Snowflake’s people team needed solutions that could offer comprehensive support for all paths to parenthood, from preconception to pregnancy, postpartum, and parenting. The solution had to be able to support all employees regardless of their location, including international employees in more than 25 countries. It also had to be low- to no-cost to ensure employees wouldn’t shoulder additional financial burdens when seeking care for themselves, their partners, or their families.

“We chose Maven for its breadth of service, depth of knowledge, various and inclusive tracks, and global availability for all our employees.”

Snowflake chose to partner with Maven for its robust provider network, unparalleled user experience and engagement, and its simple three-step integration process. “We chose Maven for its breadth of service, depth of knowledge, various and inclusive tracks, and global availability for all our employees,” says Sutton. Maven’s digital family health platform helps run a throughline between other solutions in Snowflake’s benefits ecosystem, serving as a one-stop-shop for employees to get advice, answers, and support when they need it most.



## The Maven Difference

- I. Inclusive options for every path to parenthood
- II. On-demand access to virtual care
- III. Continuous care throughout every stage of planning and raising a family
- IV. Personalized care coordination and management
- V. Diverse global network of virtual providers and in-person partner clinics

## Top 5 provider types booked by Snowflake employees

- I. OB-GYN
- II. Career coach
- III. Pediatrician
- IV. Physical therapist
- V. Lactation consultant



With help from Maven, Snowflake supports employees throughout every phase of their family-building journey, and for every path to parenthood. Employees have access to a diverse, global network of providers spanning over 30 different family health specialties, no matter where they call home. Every Maven member is assigned a dedicated Care Advocate who coordinates their care, both virtual and in-person, and provides consistent guidance and timely interventions throughout their journey.

“Maven’s global availability helps ensure that everyone has access to support, resources, and guidance, no matter where they are or what path they’re on,” says Sutton. “Now that we’re reopening offices and work travel is picking back up, having access to a global network of support, in addition to things like breast milk shipping, is incredibly important—and appreciated—by our employees.”

Since launching in January 2021, Snowflake has quickly exceeded its yearly enrollment targets: over 350 Snowflake employees currently use Maven, 63% of whom are experiencing first-time pregnancies with Maven. Demographics-wise, 50% of members identify as male, whether as primary parents or partners.

“I’m really happy with Maven. I wish it was available for all pregnant and postpartum women!”

SNOWFLAKE EMPLOYEE

28,000+ touchpoints

6.72 avg. interactions with Care Advocates

4.95/5 avg. satisfaction score

Additionally, 72 employees are enrolled in the family-building program for assistance planning and starting their families. Similarly, almost 40% of Snowflake’s members are being guided through high-risk pregnancies, receiving timely, critical care and support throughout their journeys. So far, employees in over 10 different countries have joined Maven, including India, the Netherlands, and Australia. The end result? Over 28,000 touchpoints, an average of almost seven interactions

with Care Advocates per user, and an average satisfaction score of 4.95 out of 5 for over 550 appointments booked.

Through their partnership with Maven, Snowflake can provide their employees with continuous support through each phase of their family-building journey. “It’s actually doing something for our employees’ families,” says Sutton. “Maven is making a difference in people’s lives.”



# Find out how Maven can help your organization

Maven is the leading digital family health benefit for organizations looking for inclusive family care for all employees, from fertility and family building to maternity, returning to work, and parenting.

To find out how we can support families in your organization, [request a demo today](#).

