

# Maven for Columbia University

Open Enrollment Forum  
Friday, October 28th, 2022

 MAVEN   Benefits



# It's nice to meet you!



**Reed Wilson**

Senior Manager, Client Success  
Currently in: Chicago, IL

Our mission is to change the health of the world — one woman, one family at a time



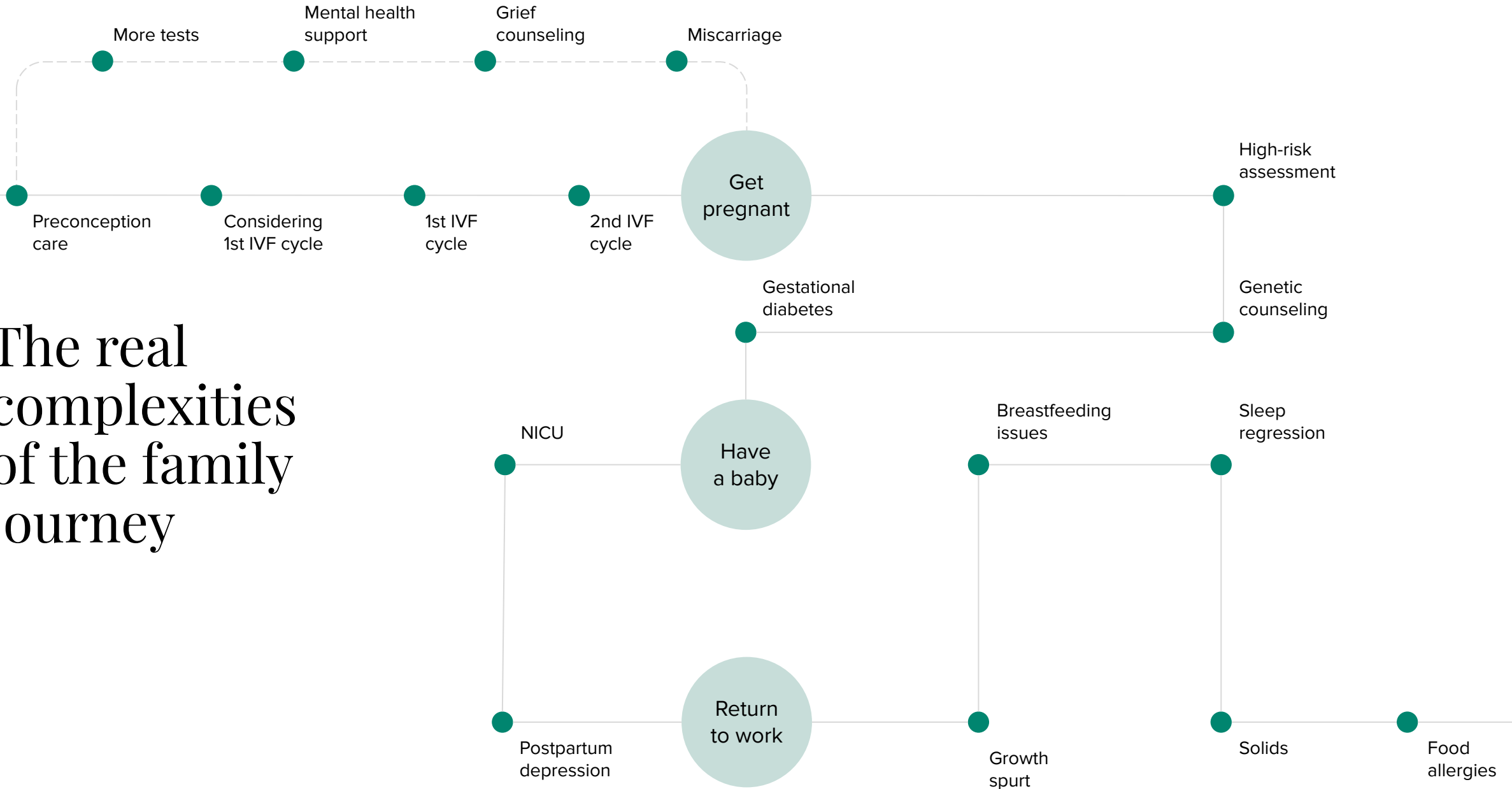
# The expectation

Get pregnant

Have a baby

Return to work

# The real complexities of the family journey



# Maven understands that there is no single path to parenthood

**24%**

increase in average age of first-time mothers since 1970

**1 in 8**

couples struggle with infertility

**22X**

growth in egg freezing procedures since 2009



**1 in 2**

LGBTQIA+ couples plan to become parents soon

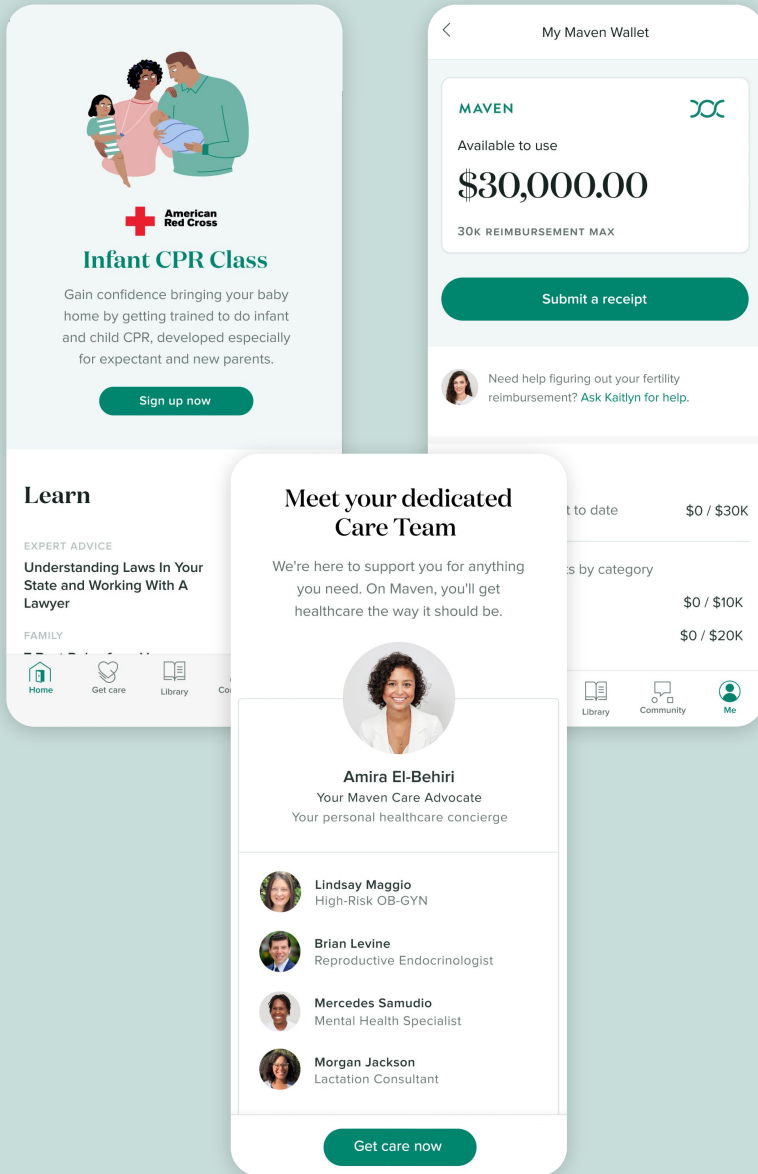
**46%**

share of dual-parent homes with both parents working

**23%**

of children live in single-parent homes, highest in the world

# Complete support for every unique family journey



**Care & Benefits Navigation:** 24/7 access to personalized and continuous support from our Care Advocates when and where our members need it

- ❖ *Dedicated Care Advocates provide **holistic support and continuity of care** to each member throughout their journey*
- ❖ ***Around-the-clock availability** - supplemental support day or night*

**Specialized Support:** Diverse providers worldwide who deliver inclusive, compassionate support and education

- ❖ *Available providers from **30+ specialties and 300+ subspecialties** – OBGYNs, Doulas, Career Coaches, Fertility Awareness Educators, and more*
- ❖ ***Referrals** to in-person, in-network providers, including CUIMC Physicians*
- ❖ *Committed to **culturally competent support***

**Content & Community:** Clinician-designed programs that improve health and well-being

- ❖ ***On-demand and live member classes** like infant CPR and breastfeeding 101*
- ❖ ***Provider-approved, personalized action plans and community forums***

# Care Advocates provide concierge support to members, with 24/7 empathetic guidance



What benefits does my employer offer for new parents?

How do I find a good in-person provider?

Who can help me with my anxiety managing work & family?

What's covered by my insurance?

**4.9/5** Average star rating

**<1 hour** Average response time, 24/7

**50%** Members need help finding a fertility clinic

**30%** Members need help finding an OB-GYN

**<48 hours** turnaround time for in-person, in-network referrals



“ *My Care Advocate got to know me, and I eventually thought of her as my trusted confidant and guide. She was one of the first who got pictures of my baby boy.*

Maven member



# Specialized and uniquely diverse care team



30+

Types of specialists, across fertility, maternity, mental health, pediatrics and parenting

350+

Subspecialties from lactation consultants and genetic counselors to pelvic floor therapy and pediatric mental health

35+

Languages with Spanish, Hindi, French, German, Italian, & Hebrew being most popular

38%

Identify as Black, Asian, Middle Eastern or other

“

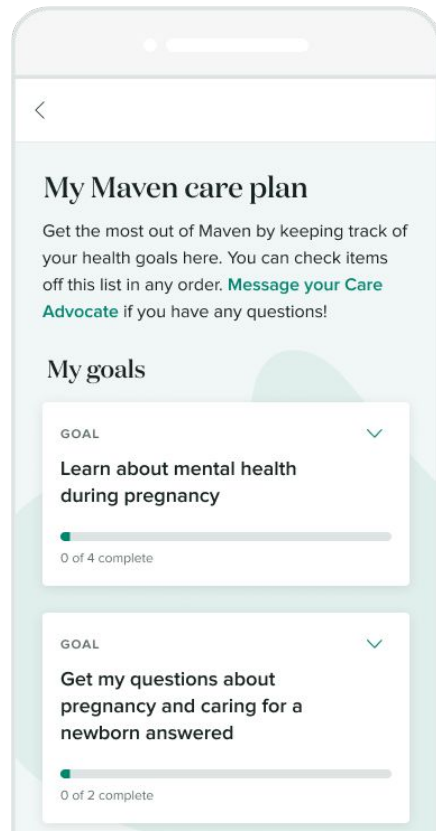
*I just felt a little more comfortable speaking with someone who was African American, because sometimes I feel like I'm trying to be an advocate for myself and it's just still not working.*

**Maven Member**

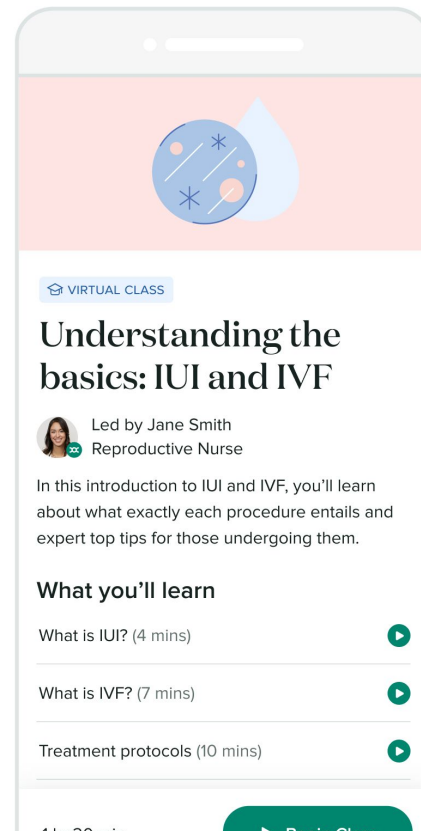
# Trustworthy, guided education every step of the way

Clinically-approved & personalized to each member's journey

**Individualized care plans** including interventions & suggested actions



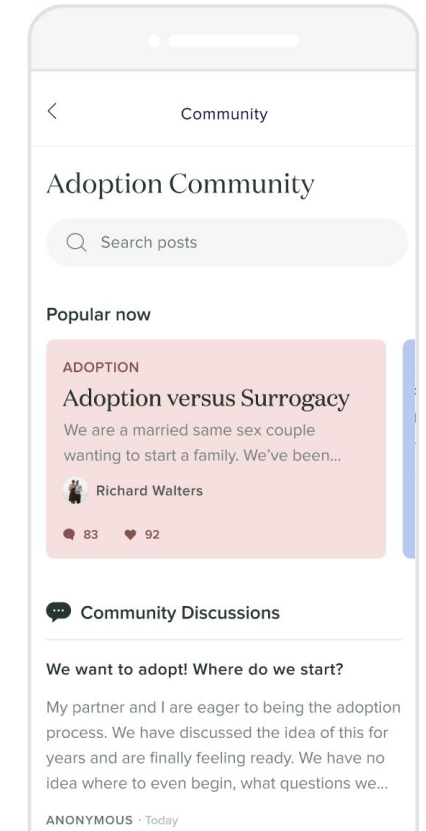
**Provider-led virtual classes** available live & on-demand



**Educational articles** available on member dashboard & easily searchable

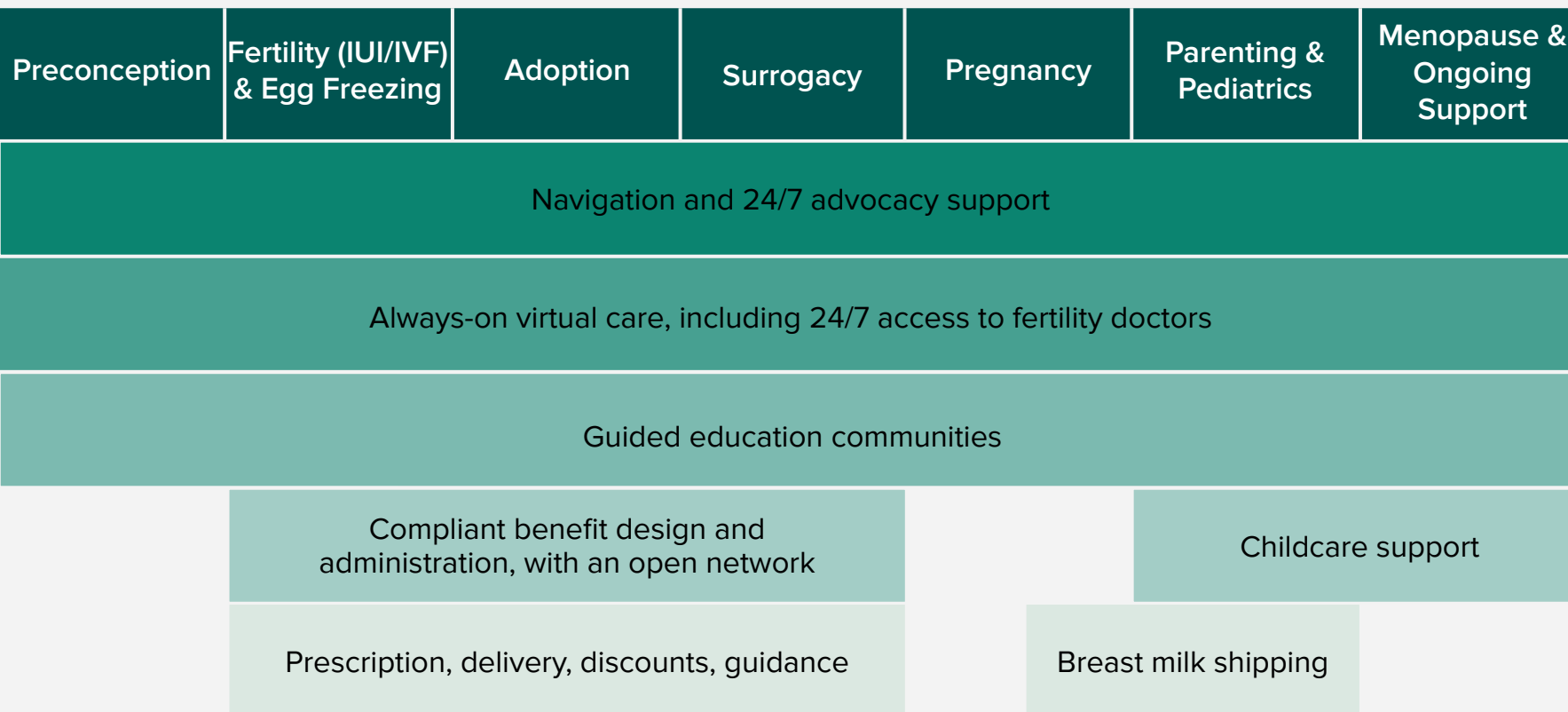


**Community forums** specific to member needs and concerns



# End-to-end support for wherever you are in the journey to and through parenthood

A wide spectrum of diverse needs



Supported in one seamless experience

## Meet your dedicated Care Team

We're here to support you for anything you need. On Maven, you'll get healthcare the way it should be.



**Amira El-Behri**

Your Maven Care Advocate  
Your personal healthcare concierge



**Lindsay Maggio**  
High-Risk OB-GYN



**Brian Levine**  
Reproductive Endocrinologist



**Mercedes Samudio**  
Mental Health Specialist



**Morgan Jackson**  
Lactation Consultant

Get care now

# Maven for Columbia University

## Family Building & Fertility

Preconception

IUI/IVF

Adoption & surrogacy

Partner track

## Maternity & Newborn Support

Pregnancy

Postpartum & newborn support

Return-to-work and career coaching

Miscarriage & loss

Partner track

## Adoption & Surrogacy Reimbursement\*

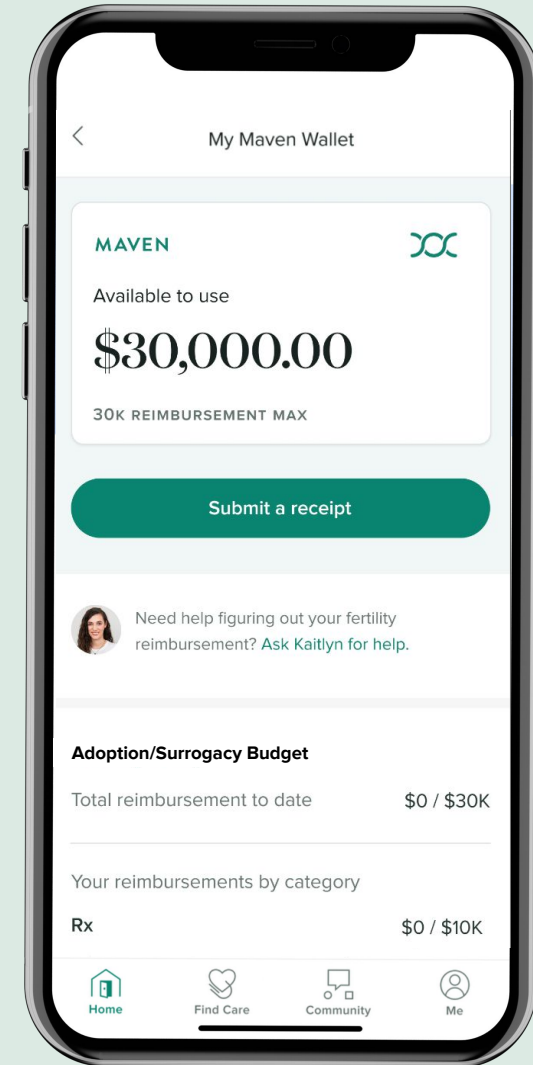
Maven Wallet

Employee reimbursements for  
qualified medical expenses

# Maven Wallet is our easy-to-use, flexible and compliant expense management solution for family building expenses

## How it works:

- Columbia offers up to \$30,000 lifetime maximum for eligible Surrogacy expenses, plus \$7,500 in reimbursements per single child adoption or \$15,000 in reimbursements per adoption of two children simultaneously
- Member activates Maven Wallet in app
- Member uploads receipt for a paid expense
- Maven reviews and approves expense
- Member is reimbursed via payroll



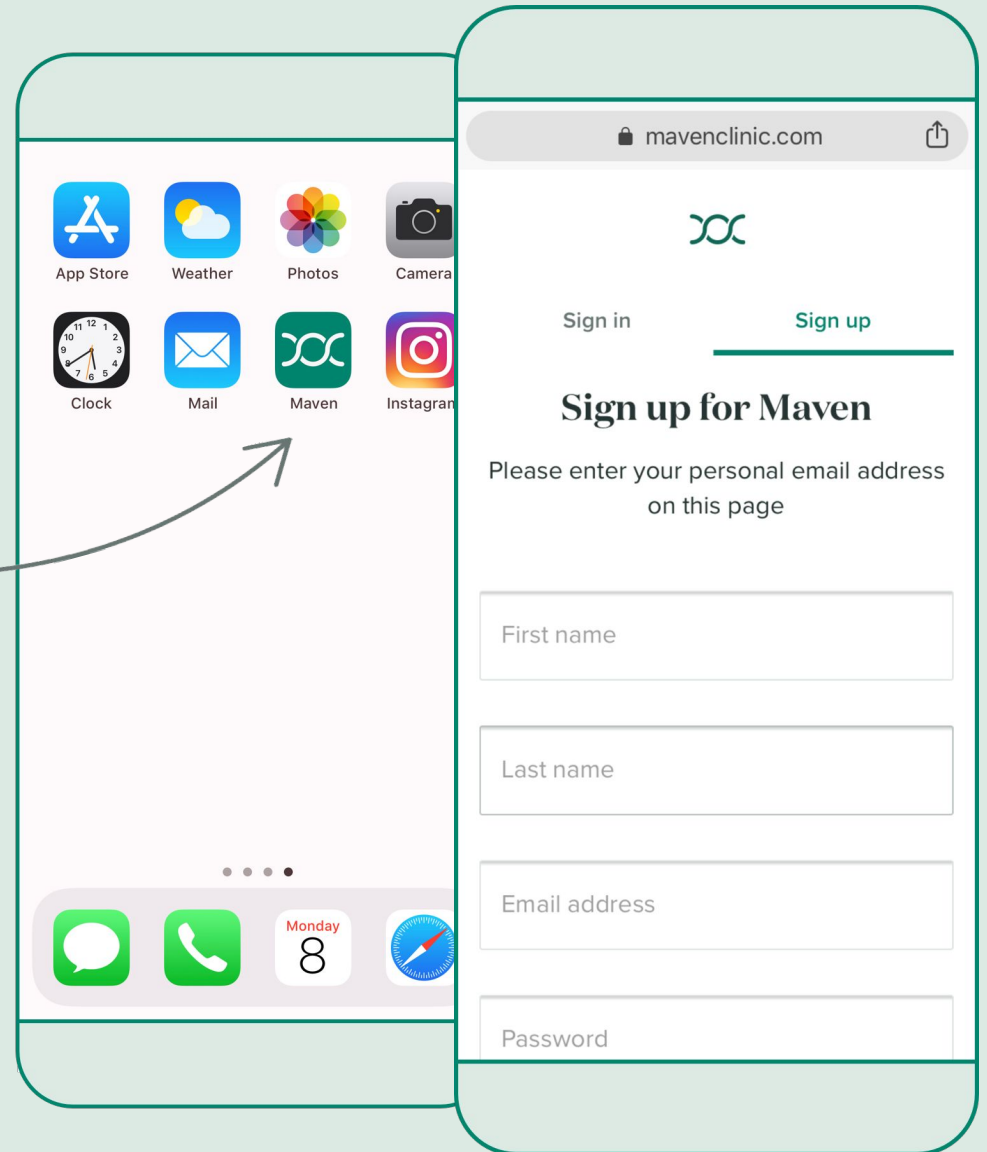
# How to sign up as a new user

Go to [mavenclinic.com/join/columbia](https://mavenclinic.com/join/columbia) or register by downloading the Maven Clinic app

Sign up with your personal email, but you will be prompted to authenticate using your Columbia University email address



Maven Clinic





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**How can we help? Choose the path that's the best fit.**

- I'm pregnant for the first time
- I'm pregnant again
- I'm adopting
- I'm using a surrogate
- Just had my first baby
- Just had another baby

Choose a custom track that meets your needs



# Build your personal profile

The image displays two sequential mobile app screens for creating a personal profile. Both screens feature the MAVEN logo at the top left.

**Screen 1: Address Information**

- Title:** What is your address?
- Subtext:** (We'll send you a free welcome gift!)
- Fields:**
  - Address line 1\*
  - Address line 2
  - Town/city\*
  - Country
    - United States
- Navigation:** A "Next" button is located at the bottom right.

**Screen 2: Account Verification**


- Title:** Let's verify your account so you have free access to Maven
- Fields:**
  - Date of birth\*
  - Your cell phone number\*
  - Work email address\*
- Text:** Don't have a work email address?

☞

# Welcome to your support network of women's health specialists and more!

Next up, tell us about yourself so we can match you with the best Care Team and resources customized just for you.

Let's go



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## Congrats! When is your baby due?

We'll send you helpful tips (and presents!) along the way.

MM / DD / YYYY  
4 / 10 / 2019

Back Next

# And you're in!

## You can now meet with care advocates and book with providers!



Please don't  
hesitate to ask!

[support@mavenclinic.com](mailto:support@mavenclinic.com)

