Maven for Columbia University

Open Enrollment Forum
Friday, October 28th, 2022
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

mavenclinic.com/join/takecare
The real complexities of the family journey

- Get pregnant
- 1st IVF cycle
- 2nd IVF cycle
- Miscarriage
- Grief counseling
- Mental health support
- Preconception care
- More tests

- Gestational diabetes
- Genetic counseling
- High-risk assessment

- NICU
- Have a baby
- Postpartum depression

- Breastfeeding issues
- Growth spurt
- Solids
- Sleep regression
- Food allergies
- Return to work
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

mavenclinic.com/join/takecare
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?

**Average star rating**: 4.9/5

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

- **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.
Specialized and uniquely diverse care team

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

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

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

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

- **My Maven care plan**
  Get the most out of Maven by keeping track of your health goals. You can check items off this list in any order. Message your Care Advocate if you have any questions!

  **My goals**
  - **GOAL**
    Learn about mental health during pregnancy
    - 4 of 4 completed
  - **GOAL**
    Get my questions about pregnancy and caring for a newborn answered
    - 2 of 3 completed

- **Virtual Class**
  Understanding the basics: IUI and IVF
  Led by Jane Smith, Reproductive Nurse
  In this introduction to IUI and IVF, you'll learn about what exactly each procedure entails and expert top tips for those undergoing them.

  **What you'll learn**
  - What is IUI? (4 mins)
  - What is IVF? (7 mins)
  - Treatment protocols (10 mins)

- **Educational Article**
  3 tests for male infertility you should know about

  Learning more about your reproductive health is a great idea. Here’s the 411 on how fertility evaluations are done.

  **Contents**
  1. Symptoms
  2. Prevention
  3. Screening
  4. Treatment

- **Community Forum**
  Adoption Community

  **Adoption versus Surrogacy**
  We are a married same sex couple wanting to start a family. We’ve been...

  Richard Walters
  13, 192

  **Community Discussions**
  We want to adopt! Where do we start?
  My partner and I are eager to being the adoption process. We have discussed the idea of this for years and are finally feeling ready. We have no idea where to even begin, what questions we...
End-to-end support for wherever you are in the journey to and through parenthood

**A wide spectrum of diverse needs**

<table>
<thead>
<tr>
<th>Preconception</th>
<th>Fertility (IUI/IVF) &amp; Egg Freezing</th>
<th>Adoption</th>
<th>Surrogacy</th>
<th>Pregnancy</th>
<th>Parenting &amp; Pediatrics</th>
<th>Menopause &amp; Ongoing Support</th>
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<tbody>
<tr>
<td>Navigation and 24/7 advocacy support</td>
<td>Always-on virtual care, including 24/7 access to fertility doctors</td>
<td>Guided education communities</td>
<td>Compliant benefit design and administration, with an open network</td>
<td>Childcare support</td>
<td>Breast milk shipping</td>
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**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-Behiri
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 for Adoption & Surrogacy is offered to full-time, regular benefits-eligible Officers and full-time, regular Non-Union Support Staff, on or after the first day of full-time employment.

mavenclinic.com/join/takecare
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.

mavenclinic.com/join/takecare

Adoption/Surrogacy Budget

Available to use

$30,000.00

30k reimbursement max

Submit a receipt

Need help figuring out your fertility reimbursement? Ask Kaitlyn for help.

Adoption/Surrogacy Budget

Total reimbursement to date

$0 / $30K

Your reimbursements by category

Rx

$0 / $10K

Home

Paid Care

Community

Me
How to sign up as a new user

Go to 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
Choose a custom track that meets your needs.
Build your personal profile

What is your address?
(We’ll send you a free welcome gift)

Address line 1*
Address line 2
Town/city*
Country
United States

Date of birth*
Your cell phone number*
Work email address*

Don’t have a work email address?
And you’re in!

You can now meet with care advocates and book with providers!
Please don’t hesitate to ask!
support@mavenclinic.com