

Suggested newsletter or memo

Maternity and menopause digital support programs are part of your health plan

As part of your [Blue Cross Blue Shield of Michigan] [Blue Care Network] health plan, you and your covered family members have access to digital programs through Maven that support two important life stages — maternity and menopause.

Everyone has a different journey, and more support is often necessary. These programs can help lead to healthier, happier experiences. If either life stage applies to you or anyone on your health plan, we encourage taking advantage of these resources. Both programs are ready to get started at **no cost**.

Maternity support

This program helps soon-to-be parents navigate through pregnancy plus three months of postpartum. It's not just for expecting moms; covered spouses or partners can also sign up to better understand the needs of the birthing parent and what to expect as a parent-to-be.

Full support includes:

- Comprehensive prenatal and postpartum care navigation
- High-risk pregnancy management
- Early detection for risk factors, which can lead to reduction in preterm birth, low birth weight and C-section
- Support tools that are specific to each week of pregnancy

**Enroll at no cost in the
[maternity program here](#).**

Menopause support

This program provides instant access to expert advice and resources for anyone on your plan who's experiencing physical and mental health symptoms related to menopause. It includes:

- Early identification of menopausal symptoms and treatment guidance

- 24/7 virtual access to a coaching care team specializing in perimenopause, menopause and postmenopause
- Guided education and in-app communities to connect with others in the same stage of life
- One-on-one mental health support

Enroll at no cost in the
[menopause program here.](#)

Key features of these programs

- **Connect with your personal care advocate:** A care advocate is matched to you based on your preferences and will provide personalized, custom care navigation and support. They'll answer questions about your specific journey and can recommend high-quality, in-network doctors.
- **Schedule 24/7 video appointments:** You can speak with Maven coaches* from more than 30 clinical specialties, such as OB-GYNs, mental health specialists, midwives, lactation consultants, and sleep and career coaches. A chat option is also available.
- **Access personalized, interactive content:** You can view clinically based articles and join classes on a variety of maternity, postpartum and menopause topics. There are also community forums to engage with others on similar journeys.

*Maven coaches are additional support resources; they don't replace in-person care or relationships with your current providers and care teams.

Maven is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing family building and women's health support services.