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Overview

Blue Cross Blue Shield of Michigan and Blue Care Network are working with Maven, an independent company, to provide the Family Building and Women’s Health Support Solution. This solution supports members of all backgrounds and lifestyles through four important stages of life — building a family, pregnancy, parenting and menopause.

The programs within this solution won’t change your patients’ current medical benefits or replace their health care providers or medical teams. Instead, they provide additional, inclusive care options that support all backgrounds and lifestyles.

There’s no charge to members for these programs.

Family Building and Women’s Health Support Solution programs

The following programs are available through the solution.

Family Building

Provides support and information for different paths to parenthood, such as preconception care, egg freezing, fertility treatments, and adoption and surrogacy. This program is available to Blue Cross and BCN commercial self-funded groups that purchase this program.

Maven Wallet is an optional add-on to the Family Building program. It enables self-funded groups to help their employees with reimbursement of adoption and surrogacy costs.

Maternity

Offers support during the nine months of pregnancy and:

- For three months postpartum for all Blue Cross and BCN fully insured commercial members
- For one year postpartum for members who have coverage through commercial self-funded groups that purchase this program

The program offers supplemental support and education in between regularly scheduled, in-person prenatal and postpartum appointments, when it's often needed most. It offers support:

- For high-risk pregnancy management
- To help detecting risk factors early, which can lead to reductions in preterm births, low birth rates and C-sections
- For parents with an infant in the NICU
- For parents who have experienced a loss
- To prepare for returning to work

Parenting & Pediatrics

Supports parents as they raise their children from ages 1 to 10. This is a 12-month, renewable program that helps improve behavioral and clinical outcomes. It includes:

- On-demand access to pediatric providers, including developmental psychologists, occupational therapists, speech language pathologists and special needs advocates
- Consulting and tools to navigate child care options
- Mental health support and career coaching to ease anxieties of parenting
- A daily curriculum specific to each stage of childhood development to build stronger parent-child relationships. The daily curriculum supports health, developmental and behavioral topics within:
 - Pediatrics — ADHD, autism, teething and sleep challenges
 - Parenting — Potty talk, separation anxiety, race consciousness and creating house rules
 - Your family — Parenting as a team, being more playful, LGBTQIA+ parents and working parent guilt

This program is available to members who have coverage through commercial self-funded groups that purchase this program.

Menopause

Provides access to expert advice and resources to members who are experiencing physical and mental symptoms related to menopause.

The support that's available through this program includes:

- Early identification of menopausal symptoms and treatment guidance
- 24/7 virtual access to a coaching care team that specializes in perimenopause, menopause and postmenopause
- Within the Maven mobile app, guided education and access to communities for connecting with others in the same stage of life
- One-on-one mental health support throughout the menopausal journey

This program is available to all Blue Cross and BCN commercial fully insured members and to members who have coverage through self-funded groups that purchase this program.

Types of support available through the programs

All Women's Health and Support Solution programs provide access to the following types of support:

- A dedicated **care advocate** who can provide personalized, one-on-one support to answer questions, recommend the right types of care for specific needs, and help members find high-quality, in-network providers.
- **Personalized resources**, including clinically approved articles, community forums to engage with others on similar journeys and classes led by clinical professionals.
- **Clinical virtual support** through 24/7 on-demand video appointments that are available within one hour. Members can speak with top-rated coaches* from clinical specialties, including OB-GYNs, mental health specialists and career coaches. Appointments are available in more than 35 languages. A chat option is also available.

*Maven coaches don't replace in-person care or relationships with established care teams and providers. They're additional resources.

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.