



Family Building

A digital program through Maven that provides personalized care navigation, clinical support and education



There's more than one way to grow or start a family. No matter the route, we're ready to help.





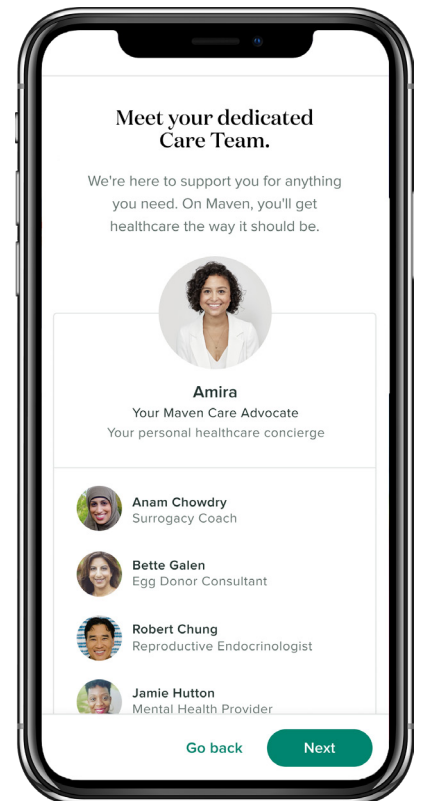
Family Building program

As part of your health plan, you have access to this digital program through **Maven**. It guides and helps inform you of the multiple paths to parenthood.

Family Building provides support (not benefits) for:

- **Pre-pregnancy care**
 - Promotes overall health for participants trying to become pregnant
 - Helps to reduce unnecessary fertility treatment
 - Supports mental health and nutrition and provides tips to help families prepare to conceive
- **Egg freezing**
 - Guides you through the process of egg freezing
 - Helps with choosing a clinic and provides emotional support along the way
- **Intrauterine insemination and in vitro fertilization — IUI and IVF**
 - Helps you through the difficult decision of selecting a treatment option and choosing a fertility clinic
 - Provides personalized guidance from fertility awareness educators and doctors. It includes treatment options, recommendations to clinics with high success rates and mental health services
- **Adoption and surrogacy**
 - Helps you understand the adoption and surrogacy processes, including the legal and financial fees you should anticipate
 - Includes guidance from specialized coaches, recommendations to top-rated agencies, access to mental health providers and specialists with expertise in LGBTQIA+ paths to parenthood

Find more information and access the Maven app at bcbsm.com/mavenfamily.



Key features of the Maven app

Through the Maven app, all participants get full access to:

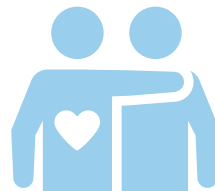
| A personal care advocate | Personalized resources | 24/7 video appointments |
|---|--|--|
| <p>A care advocate is matched to each user, based on personal preferences, who can:</p> <ul style="list-style-type: none">• Provide personalized, one-on-one support to answer questions• Recommend the right types of coaches for specific needs• Help find high-quality, in-network providers | <p>Users have access to a library of content personalized to their journey:</p> <ul style="list-style-type: none">• Trustworthy, clinically approved articles• Community forums to engage with others on similar journeys• Classes led by providers that cover a variety of family building topics | <p>Users can schedule video appointments with top-rated coaches:*</p> <ul style="list-style-type: none">• Speak with coaches from more than 30 clinical specialties, including OB-GYNs, fertility doctors, mental health specialists, and adoption and surrogacy coaches• Coaches are available to speak with in more than 35 languages• A chat option is also available |

*Maven coaches don't replace in-person care or relationships with participants' established care teams and providers. They're additional resources to schedule appointments for supplemental care and support.

Why Maven? Proven results.*



55% achieve a successful pregnancy within 12 months



30% report finding emotional support through Maven's one-on-one mental health coaching

This program doesn't replace your medical coverage or the relationships you or anyone on your health plan have with their doctors and care teams; it offers additional support along the family building journey.

*Maven Book of Business 2022

Get started today at no cost.

Visit bcbsm.com/mavenfamily for more information and to access the Maven app.



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

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.