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Suggested newsletter or memo

## A maternity digital program is part of your health plan at no extra cost

Adding to your family can raise many emotions and questions. Each journey is different, and often more support is necessary. We're pleased to share that this support is part of your health plan.

Blue Cross Blue Shield of Michigan and Blue Care Network are working with **Maven** to provide a [program that helps soon-to-be parents](#) navigate through the stages of **pregnancy** and **postpartum**.

Whether this program applies to you now or in the future, this is a great opportunity to get more support in addition to your medical benefits. If someone on your health plan is pregnant, take advantage of the helpful resources that come with this program at **no cost**.

### Key features of this program

- **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, nutritionists, doulas, lactation consultants and sleep coaches. A chat option is also available.
- **Access personalized, interactive content:** You can view clinically based articles and join classes on a variety of topics, such as prenatal health, postpartum depression and returning to work. There are also community forums to engage with others on similar journeys.

**For more information about this program or to get started, visit**

**[bcbsm.com/mavenfamily](https://bcbsm.com/mavenfamily).**

\*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.