



Parenting & Pediatrics program

A digital program that provides support for parents with children ages 1 to 10.

Raising a child
isn't easy.

We're ready
to help.

We're working
with Maven to
ensure you and
your spouse or
partner have full
support as you
navigate through
the important
stages of early
parenting.





Parenting & Pediatrics program

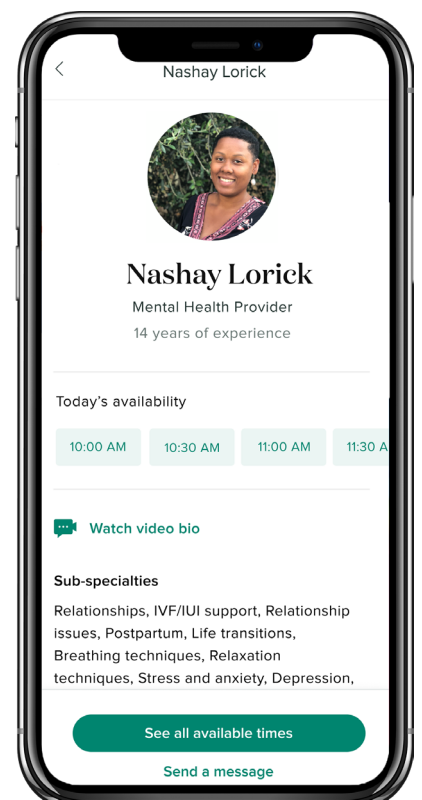
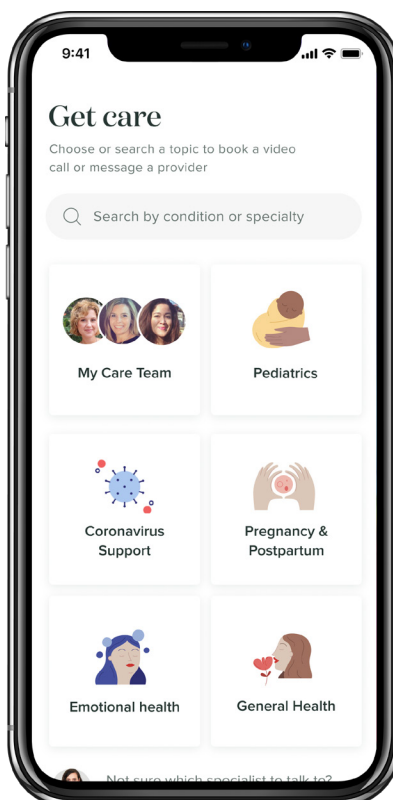
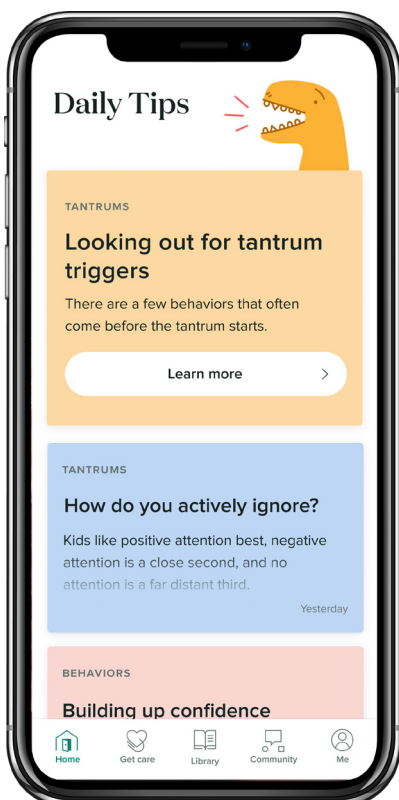
The Parenting & Pediatrics program provides full digital support for parents with children ages 1 to 10. There's no cost to you and it includes:

- 24/7 access to pediatric providers, including developmental psychologists, occupational therapists and special needs advocates
- Expert navigation to child care and education partners, including nanny shares, live tutors and virtual sitters
- Mental health support and career coaching to ease the anxieties of parenting
- A daily curriculum specific to each stage of childhood development to build stronger parent-child relationships

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

The curriculum provides guidance for health, developmental and behavioral topics within:

| Pediatrics | Parenting | Your family |
|---|--|--|
| <ul style="list-style-type: none"> • Fevers • Teething • Fine motor skills • Language skills • Toddler nutrition | <ul style="list-style-type: none"> • Parenting as a team • Single parent support • LGBTQIA+ parenting support • Managing stress and anxiety • Special needs support | <ul style="list-style-type: none"> • Separation anxiety • Social needs • New sibling dynamics • Sleep challenges • Return to work |
| <p>And more</p> | | |





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 parenting and pediatric 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 pediatricians, occupational therapists, speech therapists and developmental psychologists • 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.

This program doesn't replace any medical coverage or the relationships you have with your current doctors and care teams; it offers additional support to help you along the early parenting journey.

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.