MAVEN

Welcome to Maven!

March 31, 2022



It’s nice to meet you!



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Our mission is to change the health of the world- one woman, one family at a time

And an understanding that there is no single path to parenthood

24%
increase in average age of first-time mothers since 1970

1 in 8
couples struggle with infertility

22x
growth in egg freezing procedures since 2009



1 in 2
LGBTQIA+ couples plan to become parents soon

46%
share of dual-parent homes with both parents working

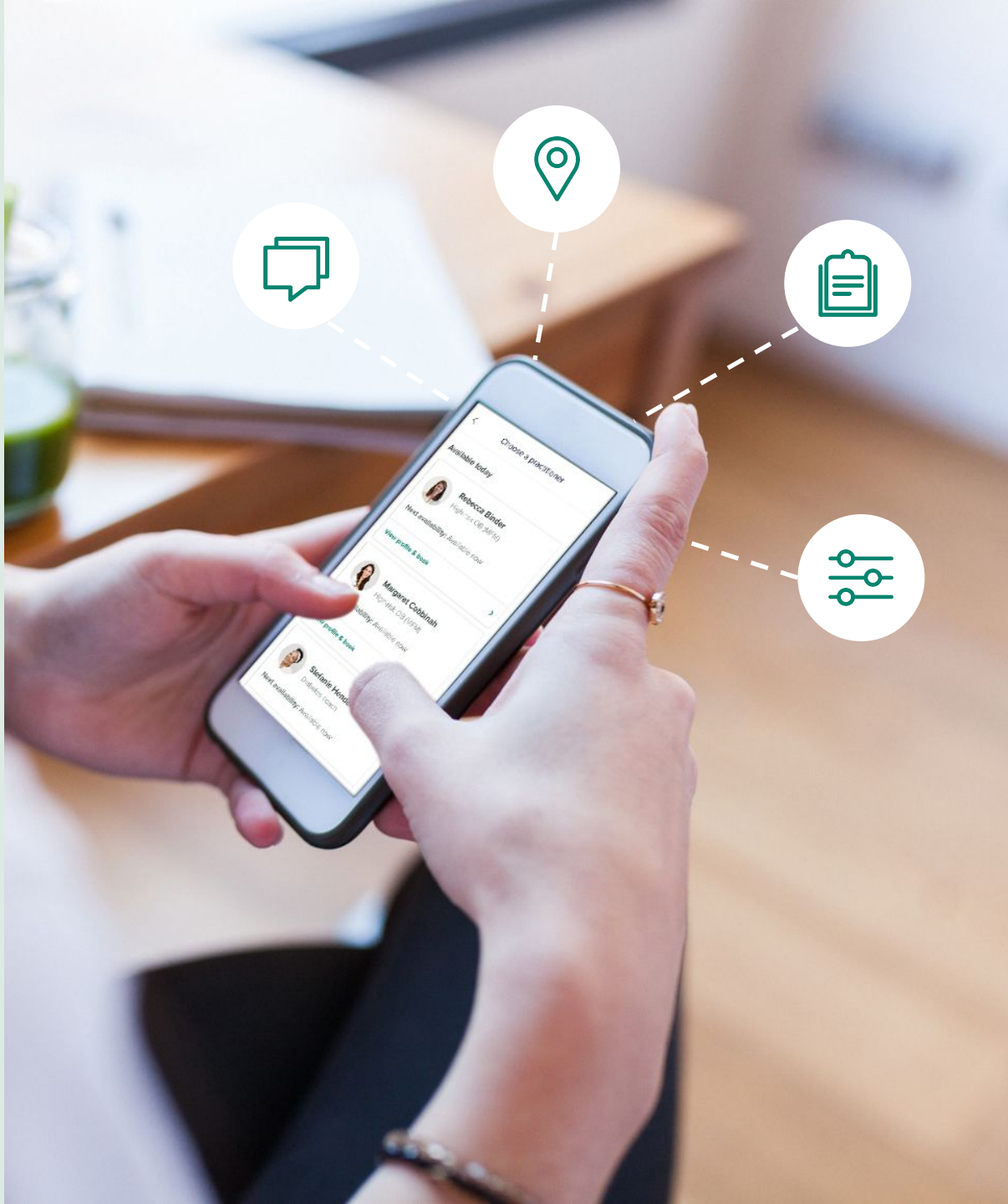
23%
of children live in single-parent homes, highest in the world

Maven offers modern, holistic healthcare through our virtual clinic, including:

DEDICATED CARE ADVOCATES
who stay with you throughout the program and personally advocate for you

ON-DEMAND ACCESS
to a custom network of women's and family health providers via video, chat message, phone

INTERACTIVE CONTENT & SUPPORTIVE COMMUNITY
of other parents and expert resources you can trust



24/7 Care Advocacy to connect the dots between in-person and virtual support

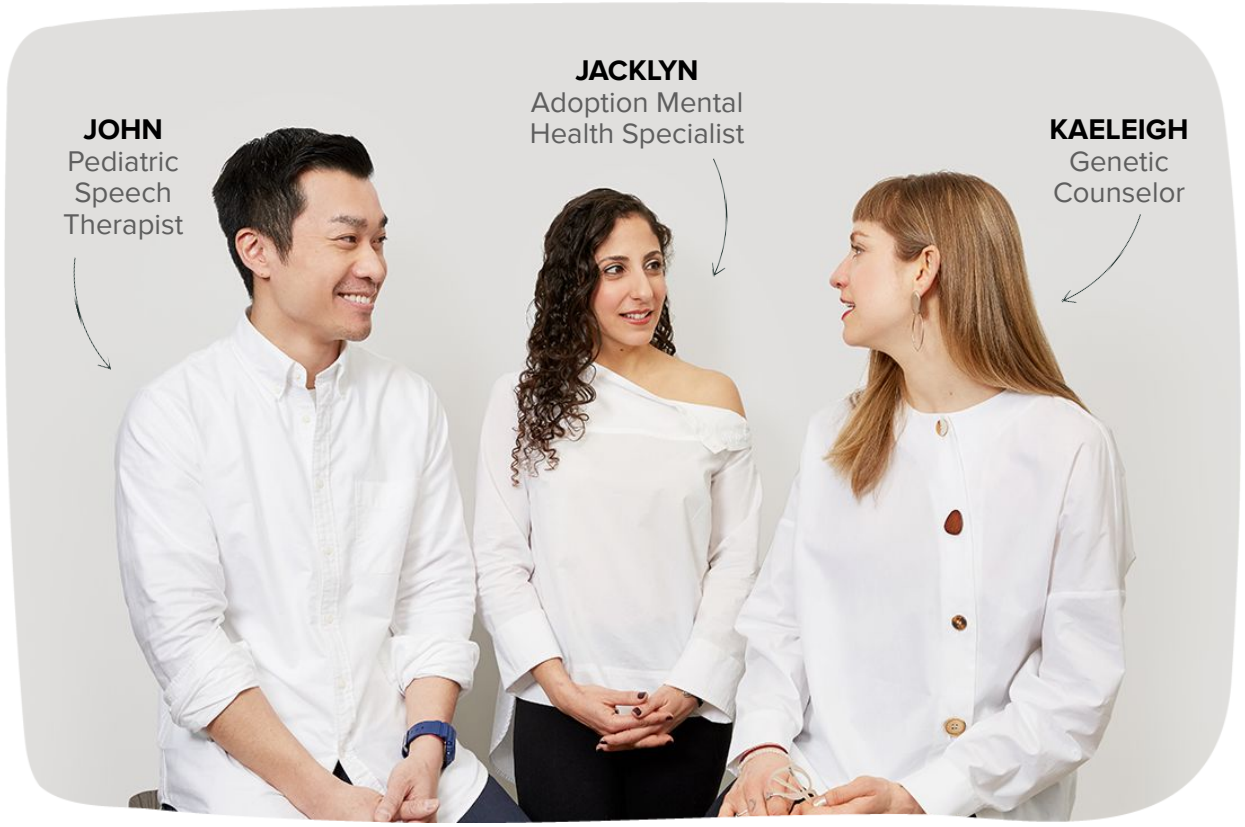


- Coordinate and explain benefits
- Recommend in-network providers with strong fertility and maternity outcomes
- Recommend vetted childcare and education services
- Proactively reach out to manage risks
- Provide continuity of care between programs
- Provide culturally-specific care and cover 15+ languages

30+ types of women's and family health providers, available on-demand

350+
subspecialties represented, from "pelvic floor therapy" to "pediatric mental health"

80%
opt in to care matching based on identity



30+
languages covered and provide culturally-specific care

38%
identify as Black, Asian, Middle Eastern, or other

8%
identify as LGBTQI+ and 1% as Trans

Trustworthy information developed and approved by a team of clinical experts



PROVIDER-LED VIRTUAL CLASSES

"The prenatal yoga session was an unexpected surprise along with all the other support."



PROVIDER-APPROVED CONTENT

"Maven is my first resource because I trust that the information came from verified sources."



PROVIDER-MODERATED FORUMS

"It's like having a full provider roster as your best friend or in your house!"

Our products enable every stage of planning, starting, and raising a family



Family Building

Preconception
Egg freezing
IUI & IVF support
Adoption & surrogacy
Partner track

++
Employee reimbursements



Maternity

Pregnancy
Postpartum
Return-to-work
Miscarriage & loss
Partner track

Breast milk shipping



Parenting & Pediatrics

Pediatric care
Parent coaching
Special needs support
Childcare navigation

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Employee reimbursements

**Programs are available to domestic and international populations, and are customizable to employer needs.*

****Highlighted tracks** *are those available to eligible SISC members*

Eligibility

Eligibility

Maven is available for free to SISC PPO members, including SISC PPO enrolled spouses and dependents, who are pregnant, have a spouse who is pregnant, or has a child under the age of 1 year old.

There is no fee to the member to enroll in Maven and they have unlimited, free usage of the platform for the duration of their Maven program membership.



Free diaper enrollment incentive

SISC is providing a free diaper subscription to SISC PPO members who:

- Enroll during their first or second trimester
- Have an intro call with a Care Advocate
- Have two appointments with Maven providers during pregnancy
- Complete the exit survey when their baby is born

SISC members with questions about the free gift should contact their Maven Care Advocate.

Referrals

How to highlight Maven to SISC PPO members

Prompts / Phrases to listen for

- am **currently pregnant**
- have a **spouse who is currently pregnant**
- have a **child under the age of 1 year old**

5 Key Takeaways

1. **Free** 24/7 Access to family services
2. **Unlimited** video chat and messaging with 1,600+ providers covering 20+ specialties
3. **Personal** care advocate to answer any questions about their benefits or health bills
4. **Referrals** to Maven providers and in-person, in-network providers
5. **Resources** include weekly tips, community forum to connect with providers and other parents

How to refer to Maven

- Direct members to mavenclinic.com/join/SISC
- Download the Maven Clinic app
- Any questions? Contact us at support@mavenclinic.com

When to refer a SISC PPO member to Maven

Member says...	Suggested Response...
I / my partner is pregnant	Let me connect you with Maven. They are a benefit available to you at no cost and they provide you with **on-demand virtual appointments with top rated specialists** like OB-GYNs, Mental Health Specialists, Prenatal Nutritionists, Lactation Consultants, Career Coaches and many more from the comfort of your home without waiting lines or taking time off from work and a library of **expert content,** personalized to your journey.
I / my partner recently had a baby	Let me connect you with Maven. They are a benefit available to you at no cost and they provide you with **on-demand virtual appointments with top rated specialists** like OB-GYNs, Mental Health Specialists, Lactation Consultants, Pediatricians and Career Coaches and a library of **expert content,** personalized to your journey.

Maven communications toolkit

Maven will go live tomorrow - 4/1 - and launch communications will announce the program:

- Week of 4/11: Email to SISC members
- Week of 5/4: Home mailer

SISC will have a toolkit of materials available to district leaders, to help get the word out about Maven, including:

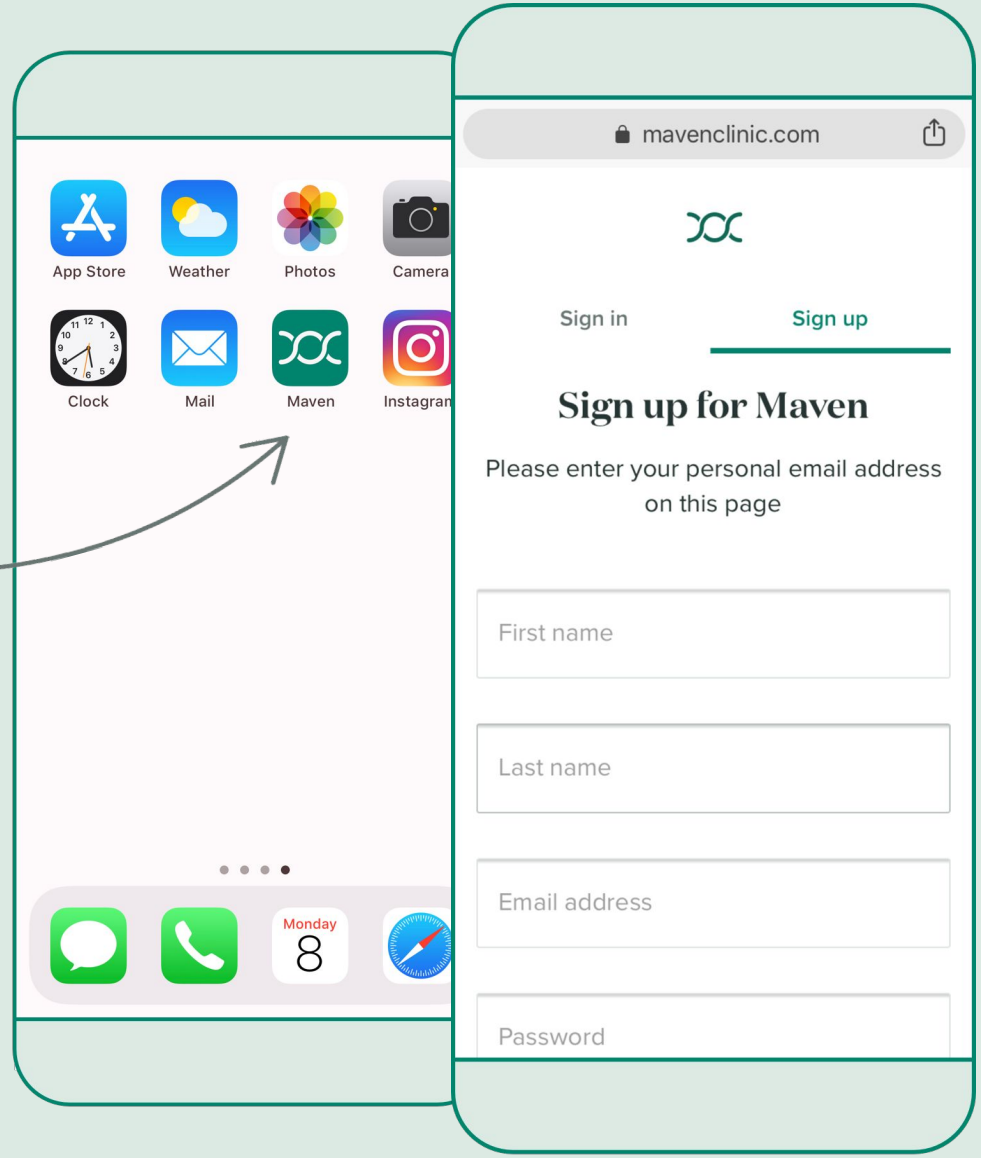
- One pagers
- Posters
- TV/digital screen banner
- Copy resources

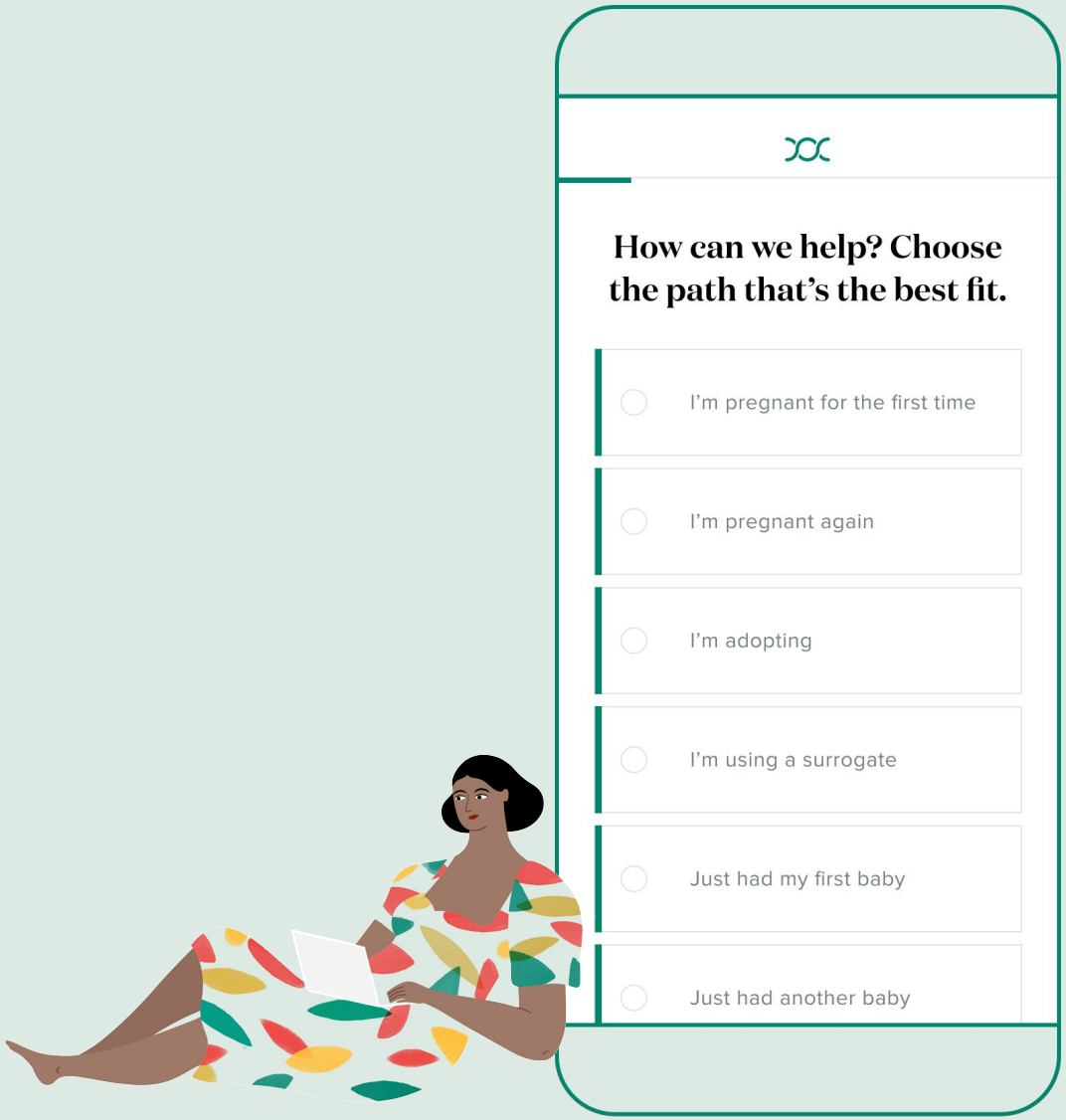
How to sign up for Maven

How to sign up as a new user

Go to mavenclinic.com/join/SISC or register by downloading the Maven Clinic app

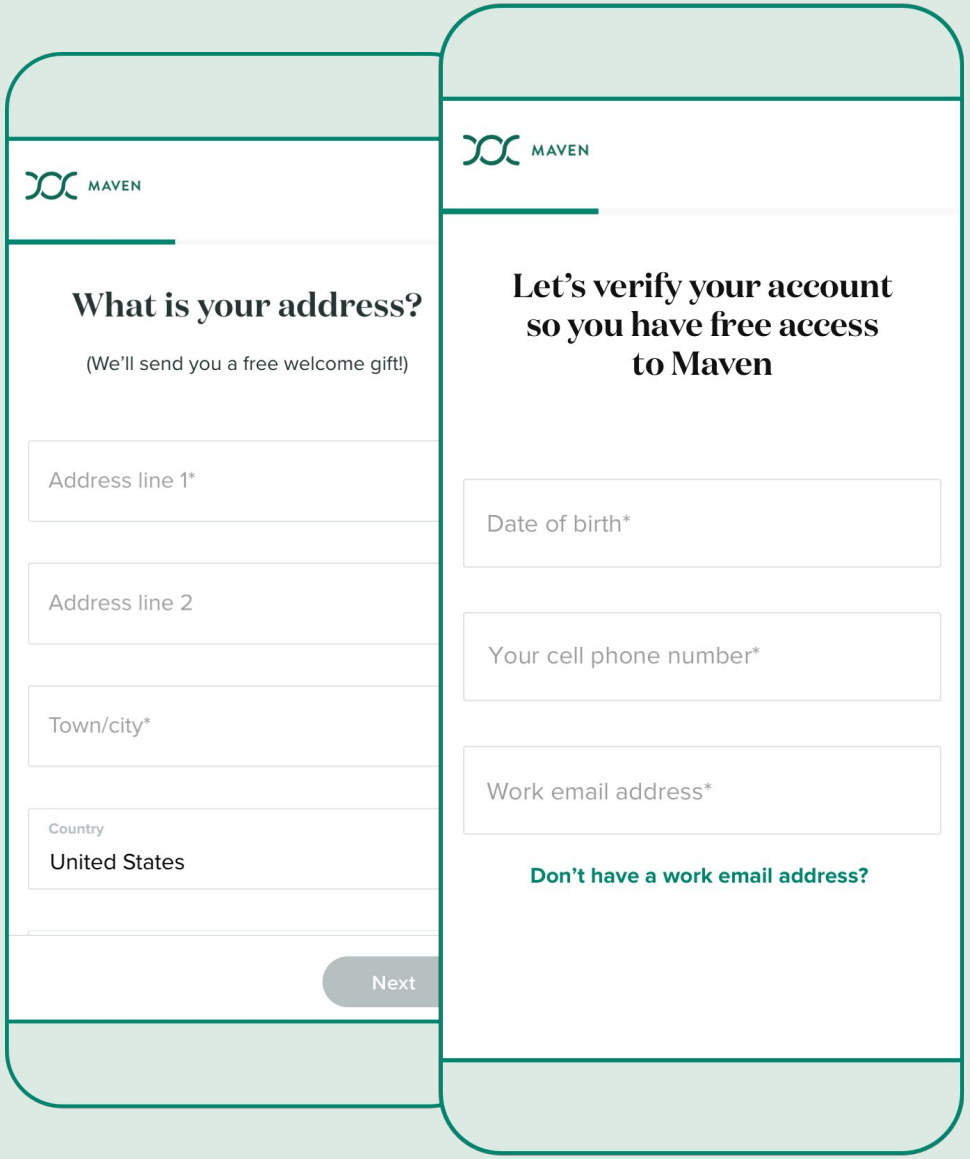
Maven Clinic

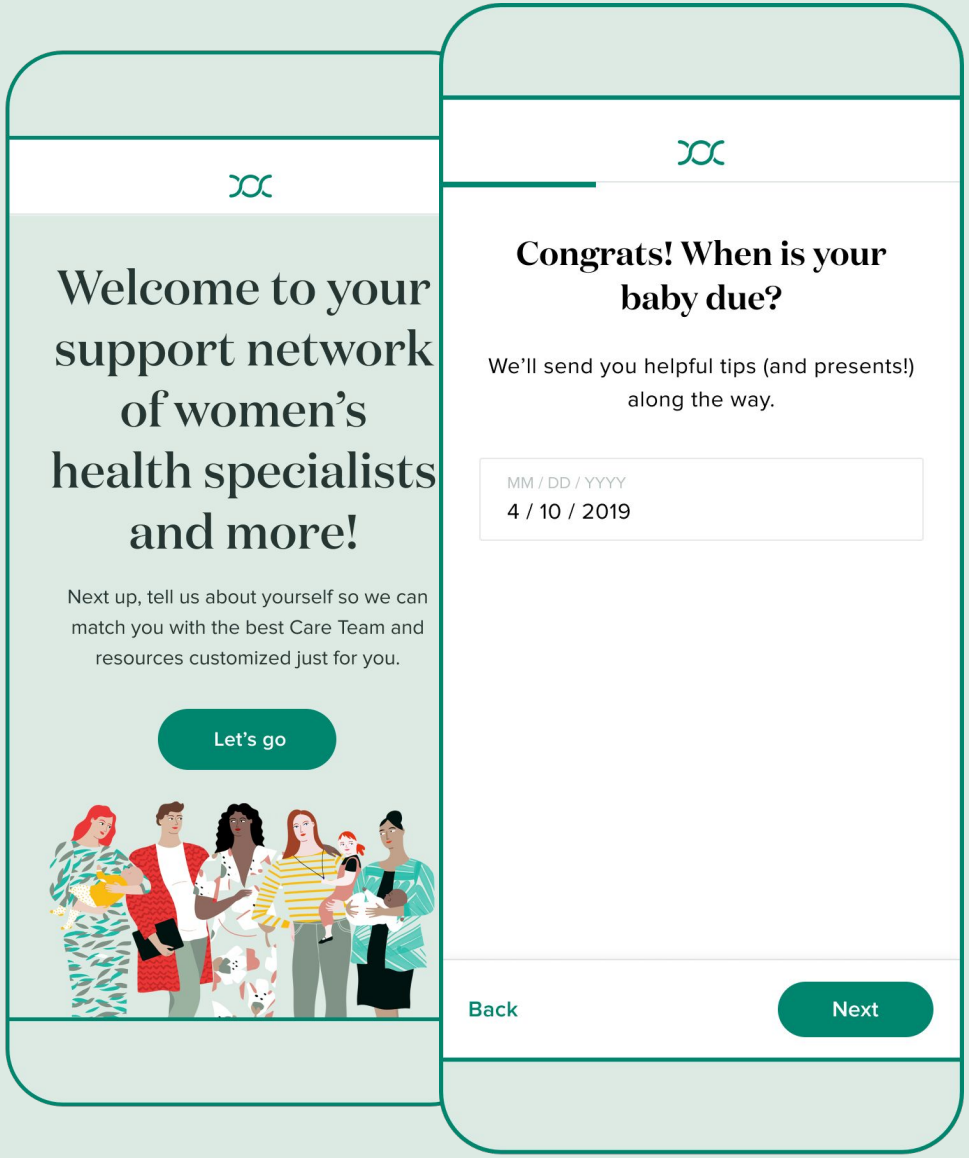




Choose a custom track that meets your needs

Build your personal profile




Welcome to your support network of women's health specialists and more!
Next up, tell us about yourself so we can match you with the best Care Team and resources customized just for you.
Let's go
Congrats! When is your baby due?
We'll send you helpful tips (and presents!) along the way.
MM / DD / YYYY
4 / 10 / 2019
Back
Next

And you're in!

Gift incentive for district leaders

SISC and Maven are offering a free gift, as a thank you for getting the word out about Maven. The **first 50 district leaders** who request a Maven communications toolkit from SISC will receive a **free Maven welcome box!**



To be eligible for the gift:

1. Send an email to SISChealth@siscschools.org requesting a toolkit
2. Include your shipping address for the welcome box

If you are one of the first 50 people to respond, you will receive a follow up confirmation email from Maven within the next 14 days.





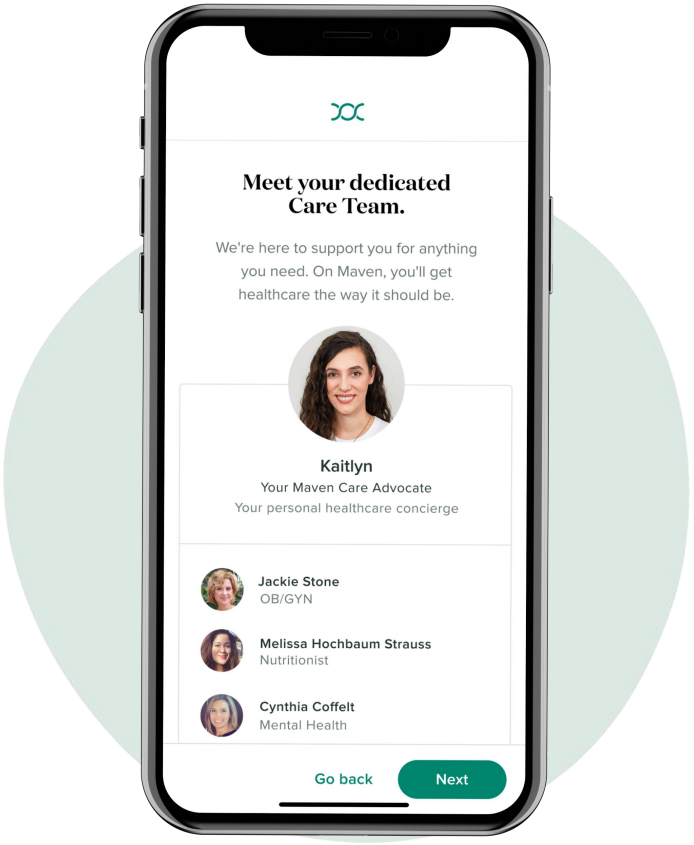
Thank you!

FAQ's

Who is eligible?	SISC PPO members, including spouses
How much does it cost?	There is no cost to use Maven services; SISC provides this service for free
Who has access to members information?	Enrollment is confidential and will not be shared with your employer
How do members access Maven?	Associates can sign up at **mavenclinic.com/join/SISC** or download the **Maven Clinic app**
What do members have access to?	24/7 Personal Care Advocate; unlimited on-demand video chat and messaging with providers covering 30+ specialties; and personalized content based on the members journey with weekly actions, articles, quizzes, community forum.
How does Maven work with in-network doctors?	Maven will refer members to in-network, high quality providers when needed. Maven provides their members with the ability to share Maven provider notes with their in-person OB.
Does Maven charge insurance?	No, Maven is a free benefit that is not run through insurance.

Appendix

Maternity & Maternity Partner



- Supporting expecting mothers and fathers during pregnancy, postpartum, return to work and through a child's first birthday. Specalized track in the event of a loss or miscarriage
- Clinical support for high-risk pregnancies
- Return-to-Work curriculum and Professional Coaches introduced in first trimester
- Practitioner network across 30+ specialties, such as OB-GYNs, doulas, career coaches, and sleep coaches
- Virtual group classes like Breastfeeding 101, Infant CPR, and Newborn Care