



∞ MAVEN

MAVEN

A global virtual clinic putting women's and family health at your people's fingertips



● **MetLife** and **AXA** in partnership

Despite progress towards more equitable healthcare for women, many still struggle to get the tailored support they need to take care of their own and their family's health and wellbeing.

The workplace gender gap is not just about pay equity – it's also about employee benefits (EB) programmes that overlook women's unique physical, financial, and emotional needs. Increased awareness and the growing flexible working trend are bringing about a fresh chance to focus the conversation on how you can help your employees juggle careers, family, and their own wellbeing in a changing world.

Failing to tailor EB plans to bridge equity gaps and meet women's needs has been described as a 'missed opportunity' to foster a healthier, happier, more engaged and loyal workforce.¹

Employees around the world are faced with diverse and significant challenges through every stage of the family building and health journey. They're encountering growing barriers to care such as limited access to providers and long wait times, health misinformation, rising costs, and legal and regulatory limitations that make family building inaccessible for far too many. As a result, the need for culturally relevant and localised support, that cares for your employees in every aspect of family health, has never been greater.

We've partnered with Maven² – the world's largest virtual clinic for women and families – to help you face these challenges. Maven provides support in over 175 countries, covering 17 million people and giving employees access to over 30 specialist types such as midwives, fertility nurses, paediatricians and more, as well as personal Care Advocates who are available virtually 24/7. Maven's care team understands the cultural and regulatory context of each region, providing employees with high quality care that's relevant to their local region or health system.

Maven can help you bring women's and family health and wellbeing to your people's fingertips, no matter their location or stage of life. As a MAXIS client, you can partner with Maven to offer your people access to solutions from preconception to the menopause.³

What solutions does Maven provide?

Maven connects your people virtually with certified specialists – including reproductive endocrinologists, nutritionists, mental health providers, and more – no matter where they are in the world or what stage of their reproductive health journey they're at.

Through dedicated Care Advocates, Maven also acts as a concierge, helping employees understand their health benefits and navigate in-person services – from vetted fertility clinics to adoption and surrogacy agencies – across public and private healthcare systems.

Maven can help with:

- fertility and family building – from pre-conception support to fertility preservation and in-vitro fertilisations (IVF), adoption and surrogacy, employees receive personalised guidance to help them achieve their family goals
- maternity and newborn care – parents receive holistic support through the pregnancy and postpartum phases, and Maven can help coach them through their return to work
- parenting and paediatrics – on-demand, specialised parent coaching, paediatric care, special needs support, and more, through every stage of development
- menopause and ongoing care – access to virtual providers specialising in the menopause, clinically-approved education, and referrals to trustworthy in-person care.⁴

1 Anon. Marsh, July 2023. Health on Demand: Actions employers can take to bridge the equity gaps for women's health <https://www.marsh.com/uk/services/employee-health-benefits/insights/actions-employers-can-take-to-bridge-equity-gaps-for-womens-health.html> (Sourced: August 2023)

2 Maven Clinic, 60 Varick St floor 6, New York, NY 10013, USA

3 MAXIS GBN may receive fees, commissions and/or other remuneration from third parties in connection with the services we carry out for you.

4 <https://www.mavenclinic.com/solutions>





Who is Maven?

Maven's curated and personalised app puts access to health and wellbeing in your people's pockets. It empowers them by giving them peace of mind, knowing that an expert is just a tap away, whenever they need them.

It supports key family life stages – from period health to fertility treatment, through to pregnancy, returning to work, the menopause, and more – it's built for every individual and family, with 40% of providers identify as black, indigenous or people of color.

Designed to meet the needs of employees through the context of their identity and life stage, the platform includes care matching based on race, language, gender, religion, and more. The Maven care team speaks 35+ languages.

And it is a truly global service. It has:

- specialised providers and Care Advocates
- 24/7 virtual care
- personalised and dynamic content and community
- financial support for family-building exercises.

Why should you work with Maven?

The health and wellbeing of women and families is increasingly in the spotlight as multinationals around the world, like you, look to provide the best possible care for their people and attract and retain talent.

But there's still work to be done. According to one global study, just over half of women felt their current employee benefits met their needs.¹ And it isn't just about one life stage, family healthcare can impact employees at almost any time.

- **Global infertility:** one in six people experience infertility at some point during their lifetime
- **Shifting priorities:** 91% of global employers say that family benefits are extremely important to prospective and current employees
- **Worsening maternal outcomes:** every two minutes a woman dies during pregnancy or childbirth globally
- **Increasing needs:** 26% of women globally are experiencing the impacts of menopause.

By working with Maven, you can offer a globally consistent service to women and families around the world, helping to close the healthcare equity gap and address every stage of the individual and family healthcare journey.

Why MAXIS Global Wellness?

By working with Maven, you can offer a globally consistent service to women and families around the world, helping to close the healthcare equity gap and address every stage of the individual and family healthcare journey.

MAXIS GBN's wellness technology marketplace offers multinationals a dedicated and unique suite of digital-led health and wellness services from innovative providers all around the world.

We've done the leg work; our claims data analytics ensure your key cost drivers are addressed. We've scoured the market and selected the vendor that best meets your criteria based on our careful research – they're able to scale the world with you, matching your global footprint. And by working with MAXIS, we can help secure preferential rates with these vendors that might not be available elsewhere in the market allowing you to offer your people better services with your wellness budget.

You'll also be given a dedicated MAXIS manager to monitor the performance on your behalf. So, what are you waiting for?

5 Anon. World Health Organization. 1 in 6 people globally affected by infertility: WHO. April 4, 2023. <https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility> (Sourced: November 2023)

6 Maven Team. Maven Clinic. Global employee benefits trends you need to know. October 2, 2023. <https://www.mavenclinic.com/post/global-employee-benefits-trends-you-need-to-know> (Sourced: November 2023)

7 Anon. World Health Organization. A woman dies every two minutes due to pregnancy or childbirth: UN agencies. February 23, 2023. <https://www.who.int/news/item/23-02-2023-a-woman-dies-every-two-minutes-due-to-pregnancy-or-childbirth-un-agencies> (Sourced: November 2023)

8 Anon. World Health Organization. Menopause fact sheet. October 17, 2022. <https://www.who.int/news-room/fact-sheets/detail/menopause> (Sourced: November 2023)



For more information on how you can implement a global wellness programme with Maven, please visit maxis-gbn.com or contact your local MAXIS GBN representative.

MAXIS GLOBAL
WELLNESS
POWERED BY HEALTH DATA

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