



Maternity program

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



Pregnancy is a journey.

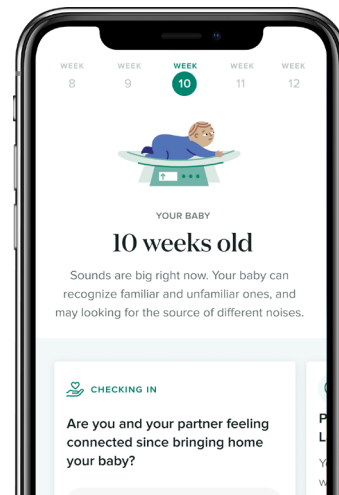
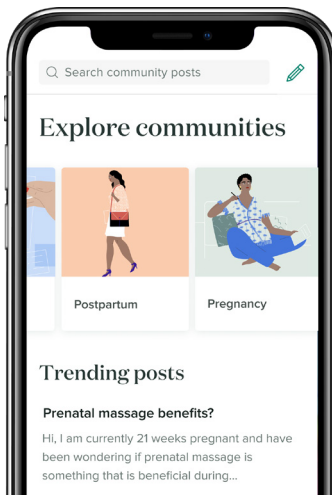
We support you through it all.

We're working with Maven to ensure anyone on your health plan who's pregnant has the best experience possible as they navigate through the stages of pregnancy and postpartum.

Get started today at
bcbsm.com/mavenfamily.

This program provides digital support for pregnancy and postpartum at **no cost**. If someone on your health plan is pregnant, they can download the Maven app and register. Spouses or partners on your plan can also register and participate at **no cost**. The program includes:

- Comprehensive care through prenatal and postpartum time periods
- High-risk pregnancy management
- Early detection for risk factors, which can lead to reduction in preterm birth, low birth weight and C-section
- Guidance for parents with an infant in the NICU
- Support for a loss
- Coaching to prepare for returning to work
- Content and support tools, which are specific to each week of pregnancy



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 |
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| <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 specific journey:</p> <ul style="list-style-type: none">• Content includes prenatal health, postpartum depression, returning to work with confidence and more• Trustworthy, clinically approved articles• Community forums to engage with others on similar journeys• Classes led by providers that cover a variety of 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, mental health specialists, lactation consultants, nutritionists, doulas and sleep 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.

The program doesn't replace any health care coverage. It's additional support to help along the pregnancy journey.

Visit bcbsm.com/mavenfamily to get started at no cost.

