

## Senior Director, Content + Product Marketing - Homework Assignment 1

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**Objective:** Align internal stakeholders on Maven's B2B pitch storyline for employers, health plans, and/or broker audiences – framing today's health landscape, what a high-performing family benefit must deliver for employers and members, and why Maven's fully integrated, outcomes-backed life-stage model uniquely drives clinical ROI, cost savings, and retention.

The U.S. healthcare system is expensive and underperforming

- The U.S. spends more (>\$5T per year) on healthcare than any other high-income nation, yet delivers worse outcomes.<sup>1,2</sup>
- Life expectancy in the U.S. is lower than peer averages (78.4 vs 82.5 years).<sup>3</sup>
- Infant mortality is higher in the U.S. than in other comparable, high-income countries (5.6 vs 4.0 per 1,000 births).<sup>3</sup>

Maternal outcomes in the U.S. reveal a public health crisis

- The U.S. has one of the highest maternal mortality rates among high-income countries.<sup>4</sup>
- Pregnancy-related deaths rose ~27.7% between 2018–2022.<sup>5</sup>
- 80% of maternal deaths are preventable, signaling systemic failure.<sup>6</sup>
- Notable racial disparities point to gaps beyond clinical care alone.<sup>4</sup>

Most employers do not offer comprehensive family benefits beyond paid parental leave, but many plan to increase investment in the future to attract and retain talent

- Only ~4 in 10 employers offer structured fertility or reproductive health benefits.<sup>7</sup>
- 2 in 3 employers plan to increase investment in family health benefits within 3 years.<sup>8</sup>
- ~70% of employers cite family health benefits as critical to attracting and retaining talent.<sup>8</sup>

Employers are facing rising cost pressure and expect benefit solutions to provide stronger clinical outcomes

- Employers anticipate a 6.7% average increase in healthcare costs in 2026, the highest increase in 15 years.<sup>9</sup>
- Employers are moving away from underperforming vendors toward those that deliver measurable clinical outcomes, not just lower rates.<sup>10</sup>

Employers aren't the only ones feeling the pressure; Parents are burning out and want more support

- 92% of working parents feel overwhelmed balancing work and family.<sup>8</sup>
- 81% believe employers should do more to support parents.<sup>8</sup>
- In organizations with strong parental support, 84% of employees return after leave.<sup>8</sup>

Employee expectations of health benefits are also changing; they are actively choosing jobs with comprehensive family benefits

- 69% of employees have taken, considered, or would take a new job for better family or reproductive benefits.<sup>8</sup>

- 84% of men say their reproductive health needs are unmet, and 83% don't know where to turn for male-specific support.<sup>8</sup>

Existing family health benefits are fragmented, expensive, and hard to access

- 35% of U.S. patients saw five or more different physicians in a single year.<sup>11</sup>
- Only ~7% of women who need fertility assistance are able to access it; cost is the primary barrier.<sup>12</sup>
- ~28% of employees pursuing fertility care incur debt due to out-of-pocket costs.<sup>13</sup>
- 91% of people facing fertility challenges report negative mental health impacts when adequate support is lacking.<sup>13</sup>
- ~35% of U.S. counties are maternity care deserts.<sup>14</sup>

Maven's integrated platform connects fertility, maternity, pediatrics, and family health in one evidence-based family healthcare solution anchored in 5 key value pillars

1. Continuous Whole-Person Care: Maven replaces fragmented benefits with a single, continuous care experience across life stages.
2. Meaningful Clinical Outcomes at Lower Cost: Maven proves healthcare ROI — clinically and financially.
3. Human Centered Care Powered by Technology: Maven is tech-enabled care, not tech-first care.
4. Equitable, Inclusive & Global by Design: Maven supports every family, everywhere.
5. Strategic Partner to Employers & Health Plans: Maven embeds, integrates, and co-owns outcomes.

Maven's proven results are centered on evidence-based outcomes for both the employer and the employee and their families

- Reduced costs
  - Employers see \$2,400–\$5,000 savings per member from fewer high-cost events.<sup>15</sup>
  - Maven programs delivered 4.2x ROI, \$4.6K per-member savings, \$2.4M total savings.<sup>15</sup>
  - Maternity care through Maven saves employers ~\$9,600 per birth.<sup>16</sup>
- Improved clinical outcomes
  - Up to 27% fewer NICU admissions and 15% fewer C-sections.<sup>16,3</sup>
  - ~30% of fertility members achieve pregnancy without ART.<sup>12,17</sup>
- Closed care gaps
  - Maven's integrated clinical platform connects fertility, maternity, pediatrics, and family health to close gaps in care across life stages.<sup>18</sup>
- Superior member experience
  - 4.9/5 average appointment satisfaction.<sup>13</sup>
- Help employers attract and retain talent
  - 74% of pediatric members more likely to stay with employer.<sup>19</sup>
  - 96% report higher employer loyalty.<sup>19,15</sup>
  - 94% return to work after childbirth; 83% report higher productivity during fertility treatment.<sup>13,19</sup>

## Sources

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