

## Changes to maternity support program and new menopause support program

Last year, Blue Cross Blue Shield of Michigan and Blue Care Network announced that we're working with Maven, an independent company, to provide a Family Building and Maternity Support Solution.

We've renamed this solution to the Family Building and Women's Health Support Solution and we're enhancing it as follows.

### Maternity program

Starting in July 2023, this program will offer support during the nine months of pregnancy and for one year postpartum for members who have coverage through Blue Cross and BCN commercial self-funded groups that purchase this program.

There's no change for members who have coverage through Blue Cross and BCN commercial fully insured groups or for members who have individual coverage. The program will still end at three months postpartum for these members.

For additional details about this program, see the [October 2022 Record](#) and the [November-December 2022 BCN Provider News](#).

### Menopause program

In July, we're adding a menopause program that will provide access to expert advice and resources to members who are experiencing physical and mental symptoms related to menopause. This program will be available to all members who have coverage through Blue Cross and BCN commercial fully insured groups and to all members who have individual coverage. It's also available to members who have coverage through self-funded groups that purchase this program.

The support that's available through this program includes:

- Early identification of menopausal symptoms and treatment guidance
- 24/7 virtual access to a coaching care team that specializes in perimenopause, menopause and postmenopause
- Within the Maven mobile app, guided education and access to communities for connecting with others in the same stage of life
- One-on-one mental health support throughout the menopausal journey

Similar to the rest of the programs for which we're working with Maven, the menopause program will include access to:

- A dedicated **care advocate** who can provide personalized, one-on-one support to answer questions, recommend the right types of care for specific needs, and help members find high-quality, in-network providers.
- **Personalized resources**, including clinically approved articles, community forums to engage with others on similar journeys and classes led by clinical professionals.
- **Clinical virtual support** through 24/7 on-demand video appointments that are available within one hour. Members can speak with top-rated coaches\* from clinical specialties, including OB-GYNs, mental health specialists and career coaches. Appointments are available in more than 35 languages. A chat option is also available.

\*Maven coaches don't replace in-person care or relationships with established care teams and providers. They're additional resources.

Maven is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing family building and women's health support services.