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Maven

Q: What is Maven?

A: Maven is the leading global platform transforming reproductive and family health support and care by providing high-quality, comprehensive support to you and your spouse as you pursue parenthood and beyond. Use Maven to book on-demand appointments with best-in-class professionals and virtual specialists across more than 30 specialties and receive personalized educational and coaching resources. All services provided through Maven are available at no additional cost with enrollment in the Simplot Medical Program — there are no copays, deductibles or other fees.

Q: Who is Eligible for Maven?

A: Employees, spouses, and dependents enrolled in the Simplot Medical Program are eligible for Maven at no additional cost.

Q: What is the Simplot benefit through Maven?

A: 24/7 access to the Maven platform, virtual care, and support services. Through Maven's virtual network of Care Advocates and virtual specialists, Maven can guide you through your family building and fertility journey, maternity journey and midlife/menopause journey.

Q: Who should consider signing up for Maven?

A: Those who may be interested in signing up for Maven include employees, spouses, and dependents enrolled in the Simplot Medical Program who are:

- An individual who is trying to conceive
- An individual or their spouse pursuing fertility treatments or preservation
- An individual who is currently pregnant

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- The spouse of an individual who is pregnant
- The new parent of a baby who is under a year old
- A parent who recently experienced the loss of a pregnancy or infant
- Individuals considering adoption or surrogacy or in the process of adoption or surrogacy
- Individuals who have adopted or had a child through surrogacy in the last year
- Individuals beginning to experience menopause & midlife symptoms

Enrollment

Q: How do I sign up for Maven?

A: You may enroll using a computer or mobile device. Visit www.mavenclinic.com/join/simplot or search Maven Clinic in the App Store (iOS and Android). If you have questions during enrollment, email the Maven Care Team at support@mavenclinic.com for 24/7 support. All you will need is your date of birth, and legal first and last name listed in MySimplot to get started. If you experience any issues during the signup process, you will receive a notification that a member of the Maven Care Team will reach out to you to assist.

Q: How can my spouse or dependent sign up?

A: Anyone enrolled in the Simplot Medical Program, can sign up for a Maven account with their own date of birth and legal first and last name (as listed with Blue Cross of Idaho) when they reach the validation screen to validate their account.

Maven Programs

Q: What type of support do I receive through Maven?

A: Simplot offers the following programs through Maven:

- **Fertility & Family Building**
 - **Preconception:** 12-month renewable offering; promotes overall health literacy for individuals of reproductive age, particularly around fertility and pregnancy. This includes:
 - Educational content, quizzes, and coaching from reproductive health and fertility experts to achieve health goals
 - Career coaching around family planning in the workforce
 - Holistic approach to preconception care, including support for mental health, nutrition, and career planning
 - Tips to help families prepare to conceive naturally
 - Introduction to different paths to parenthood, including egg freezing, fertility treatments, adoption, and surrogacy

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- Referrals to high-quality in-person OB-GYNs based on your unique needs
- Exclusive access to discounts and negotiated rates through Maven family building partnerships.
 - Ovulation tracking & timed intercourse support through Ava
 - At-home sperm testing & fertility preservation kits through Legacy
 - Specialized male fertility support and referrals to in-person reproductive urologists through Posterity Health
- **Egg and Sperm Freezing:** 12-month program; guides you through the considerations and process of egg or sperm freezing, helps choose a clinic, and provides emotional support along the way. This includes:
 - 24/7/365 access to virtual specialists that are critical in the egg freezing process including reproductive endocrinology & infertility providers and fertility nurses, alongside career coaches, nutritionists, and mental health providers
 - 1:1 guidance and support through egg, embryo, or sperm freezing consideration, consultations, and retrieval
 - Referrals to high-quality clinics based on your unique needs
 - Reduced costs on certain procedures and at no additional cost egg, embryo, or sperm storage for up one to two years at Maven partner fertility clinics
 - MavenRx program for medication discounts and concierge support
- **IVF & IUI:** 12-month program; guides you through the difficult journey of undergoing fertility treatment including education of the fertility treatment process, help with choosing a high-quality fertility clinic, emotional support and more. This program includes:
 - Access to Reproductive Endocrinologists and Fertility Nurses who provide personalized education on fertility treatment options
 - Referrals to a network of vetted fertility clinics with high success rates and high patient satisfaction that offer Maven members discounts and priority scheduling
 - MavenRx program for medication discounts and concierge support
 - Mental health support and community of members who are on a similar journey
 - Specialized track for partners
- **Adoption:** 24-month program; fills gaps in support for individuals navigating the adoption process. This includes:
 - 24/7/365 access to a network of diverse providers with expertise in the adoption process

- Counseling and expert guidance from Adoption Coaches through different adoption pathways and key considerations in the process
 - Referrals to highly-rated LGBTQIA+ friendly adoption agencies that best meet individual needs
 - Mental health support and community of members who are on a similar journey
- **Surrogacy:** 24-month program; Maven surrogacy program fills gaps in support for individuals navigating the surrogacy process. This includes:
 - 24/7/365 access to a network of diverse providers with relevant expertise including egg donor coaches and surrogacy coaches that provide education and support through the surrogacy selection process
 - Referrals to high-quality LGBTQIA+ friendly surrogacy agencies and fertility clinics in Maven's network of vetted partners
 - Genetic counselors review donor egg/sperm genetic testing options and results, family history, and other specific considerations for surrogacy
 - Partnership with Nodal to connect surrogates and intended parents resulting in a faster match time and lower costs to match
- **Maternity & Newborn Care:** 21-month offering (9 mo pregnancy, 12 mo postpartum); end-to-end program supporting expecting mothers and fathers during pregnancy and through the underserved postpartum and return-to-work periods, driving outcomes for families and employers. This includes:
 - Pregnancy, Partner, and Loss tracks which are personalized to meet your needs, such as clinical support for high-risk pregnancies
 - Integrated Return-to-Work coaching and curriculum introduced in first trimester
 - Manager Training resources (i.e., Manager tipsheet, complimentary virtual training on return-to-work best practices)
 - Referrals to high-quality OB-GYNs based on your unique needs
 - 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
- **Menopause & Midlife:** 12-month renewable offering; promotes overall health literacy for menopausal and midlife individuals. This is for both women AND men. This includes:
 - Care management to identify menopausal and midlife symptoms early and manage care throughout the journey; care is supported by subspecialists including endocrinologists, OBGYNs, pelvic floor therapists, mental health therapists, and more

- On-demand, 24/7 virtual care teams focused on the menopause and midlife journey to support across related issues including symptoms, hormone therapy, treatment options, reduced fertility, mood fluctuations, hot flashes, sleep issues, and more
- Dedicated care advocacy offering high-touch guidance and education including navigation to high-quality, in-person care via specialized referral list

Q: What is the Maven Partner Track?

A: This is a companion track that a spouse, enrolled in the Simplot Medical Plan, can use and utilize Maven's benefits. For example, a spouse may want to use the partner track to support their spouse through pregnancy and post-pregnancy, to understand the fertility journey their spouse is undergoing, or to find resources to navigate their own feelings and questions. Spouses play an essential role and deserve the same level of support and coaching. Maven supports spouses as they navigate family building, parenthood and menopause with 24/7 dedicated care and unlimited access to Maven's virtual providers, content and community.

Receiving Care From Maven

Q: What is the role of a Maven Care Advocate?

A: Once you enroll in Maven, you'll receive a personal Care Advocate. Your Maven Care Advocate is available 24/7 to answer questions, recommend the best providers for your needs, and help you understand your benefits both on and off Maven.

Q: What types of specialists can I connect with through Maven?

A: You can video chat and exchange private messages with fertility specialists, mental health providers, adoption specialists, surrogacy specialists, OB-GYNs, nurse practitioners, nutritionists, physical therapists, pregnancy and postpartum specialists, pediatricians, midwives, doulas, lactation consultants, sleep coaches, career coaches and more anytime.

Q: Is there a limit to how many appointments I can have?

A: No. You can book unlimited virtual appointments with the Maven network of virtual specialists for the duration of your enrollment period.

Q: Should I still see my in-person OB-GYN, midwife, and/or fertility specialist?

A: Yes. Maven is a complement to in-person care, providing immediate support, anytime. It's not a replacement for your in-person medical care through your OB-GYN, midwife, or fertility provider.

If you don't have an in-person OB-GYN or fertility specialist or are looking to switch, your Maven Care Advocate can provide you with personalized recommendations for accessing in-person care, taking into account your insurance coverage and any specialty preferences you have to provide recommendations from a database of highly vetted in-person OB-GYNs and fertility specialists. When setting up an appointment, please double check that the provider is part of the Blue Cross of Idaho network.

Q: Can Maven help me find in-person care? (e.g. fertility clinic, OB-GYN)

A: Yes! Maven's Care Advocates provide referrals to in-person care within 48 hours of the request. In fact, 45% of Maven's Fertility program members and 30% of Maternity program members enroll in Maven without an in-person fertility clinic or OB-GYN, respectively, relying on Maven to provide referrals.

You can request a referral at any point throughout your journey on Maven. Your dedicated Care Advocate will work with you and provide a referral list of high quality providers (including in-network options, as appropriate) that meets your preferences, in under 48 hours. When setting up an appointment, please double check that the provider is part of the Blue Cross of Idaho network.

Fertility Clinics

Q: Do I have to go to a clinic within Maven's network? Can I go anywhere?

A: With Maven's open network model, individuals can receive in-person care from outside our partner clinics if needed (e.g., individuals who are not located near a partner clinic). While we focus on steering individuals to Maven's vetted partners and/or in-network health plan clinics that meet our quality standards (approx 650 clinic locations across the US), individuals are ultimately free to seek treatment at a clinic of their choosing. Maven will do its best to refer you to an in-network provider, but it is your responsibility to verify that the provider is part of the Blue Cross of Idaho network.

Q: How do I access Maven perks at a fertility clinic?

A: To receive access to Maven perks (which may include certain preferred pricing) at our partner clinics, you must book your in-person appointment with a Maven Partner Clinic through your Maven Care Advocate. Maven's network of partner clinics is based on key clinical success metrics and patient satisfaction and is constantly expanding. Your Maven Care Advocate can provide a list of top fertility clinics based on your preferences, however, there may or may not be a partner clinic near you.

Your Care Advocate will have the latest details and can facilitate your first appointment at any of our partner clinics. **Please note that applicable preferred pricing cannot be**

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applied retroactively, and if you have an existing relationship with a fertility clinic that is also a Maven Partner Clinic, you may not be eligible. Please check with the clinic to confirm. Please note that it is your responsibility to verify the Maven Partner Clinic is part of the Blue Cross of Idaho network.

Q: Can I sign up for Maven if I'm considering but not undergoing fertility treatment yet?

A: Yes! You can sign up to learn more about treatment options and have your questions answered by virtual fertility specialists. You'll receive twelve months of full access to fertility support from the day of enrollment. If you don't conceive within twelve months of signing up, you can renew your subscription.

Q: If I'm already undergoing fertility treatment, can I use Maven?

A: Yes! Individuals specifically undergoing fertility treatment have access to:

- 1:1 virtual appointments with specialists such as Reproductive Endocrinologists, OB-GYNs, Mental Health providers, Fertility Educators, and more
- A dedicated Care Advocate who will guide you through the Maven experience, introduce you to your virtual care team, and refer you to additional in-person care
- Clinically-approved articles and community forums, helping those undergoing fertility treatment to receive trusted information and resources - rather than falling down the 'internet rabbit hole'
- Guided mental health support throughout the fertility journey
- Access to medication administration guidance and support
- Fertility medication discounts through MavenRx

Security & Privacy

Q: Is my personal health data secure?

A: Maven implements industry-leading encryption and data security practices to secure your personal health data. Additionally, Maven does not record video sessions, so any information you share with a Maven practitioner during your appointment will stay between you and that practitioner.

Other Questions

Q: Have a question we didn't cover?

A: For more information about Maven, contact the Care Team at support@mavenclinic.com or message your Care Advocate within the Maven app once you enroll.

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