

Transforming *menopause* care with empathy and evidence

After just three months of using Maven's Menopause and Midlife Health program, **92% of members experiencing menopause symptoms reported a reduction in the severity** of at least one symptom delivering \$1,600 in cost savings per member annually.





PART 1

Introduction

In the midst of women's most productive working years, menopause care remains an afterthought in most employee health benefits—leaving millions to manage disruptive symptoms without guidance, support, or clarity. Meanwhile, employers often underestimate how untreated menopause impacts performance, well-being, and retention, despite feeling its effects across their workforce and bottom line. Benefits teams like yours are seeking solutions to keep their most valuable employees at their best and healthy as they transition through midlife.

Maven Clinic built its Menopause & Midlife Health solution to provide your employees with the guidance and support they need to thrive through midlife, keeping them in the workplace and in the workforce. We achieve this through three approaches:

- **Symptom reduction:** Maven helps members manage their menopausal symptoms and reduce their severity through HRT prescriptions and other care strategies.
- **Education and guidance:** Maven gives members the tools, resources, and guidance they need to adapt to midlife.
- **Career and lifestyle support:** Maven helps members feel supported and appreciated by their employers, leading to better productivity and retention.

How untreated menopause affects your workplace

To understand how Maven can impact your employees, it's crucial to understand the state of menopause care today. The reality is that many women undergoing perimenopause and menopause are unaware of the source of their symptoms, and they lack the knowledge and resources to get the care they need. Employees experiencing the most severe symptoms turn to their HR teams for support and help managing chronic conditions. The real challenge for most lies in managing the day-to-day impacts of menopause, which can endure for decades without treatment or intervention. Considering that women can start experiencing menopause symptoms as early as their 30s, the backbone of many organizations—managers and executives or experienced and trusted employees—are directly impacted by midlife healthcare needs.

Though each woman's experience is unique, many share similar *symptoms* during menopause. According to Maven members:

93%
experience mental or physical fatigue

85%
experience anxiety

78%
experience sexual problems

72%
experience hot flashes

57%
experience heart discomfort



Despite these symptoms, dedicated employee health programs for menopause and midlife needs are in short supply. Menopause in particular is shrouded in stigma and shame, with less than two-thirds of women feeling comfortable discussing their menopausal symptoms with their healthcare providers, and fewer providers feeling comfortable treating them at all. As a result many employees go without adequate care for their symptoms, resulting in significant costs to their careers, and your business.

Symptoms impact careers and your bottom line

1 in 6

millennials have switched careers to accommodate menopause

20%

of menopausal women quit or considered leaving their jobs due to their symptoms

\$150 billion

in menopause-related productivity losses annually

Menopause is undertreated

80%

of women never learned about menopause in school

Source

60%

of millennials and Gen-Xers have never discussed menopause with a provider

Only 36%

of millennials and Gen Xers who talked to their doctor about their symptoms say they got advice that worked for them

The impact on your organization can be severe. Physical discomfort, lost concentration, lost confidence, and missed days at work for appointments and self-care all contribute to lost productivity and higher healthcare costs. Studies suggest that the impact of untreated and undertreated menopausal symptoms cost over \$26.6 billion annually in the U.S. alone, and over \$150 billion worldwide. Similarly, a recent survey found that two in five women over the age of 35 feel their menopause symptoms have a severe effect on their work. Organizations simply do not have the flexibility to ignore them any longer.

This creates a tremendous opportunity for organizations to improve productivity with simple and direct midlife healthcare solutions. Caring for midlife and menopausal employees as a discrete group, independent of other needs, can have immense positive downstream impacts on productivity and healthcare expenditures. Beyond patching up the glaring hole that it's leaving on your bottom line, these programs present ample opportunities to improve loyalty, as well as talent attraction and retention metrics.

Proven treatments and interventions

The stigma and misinformation that surrounds aging and midlife health often prevents people from getting the help they need, which can result in a cascade of chronic issues that could be alleviated or prevented altogether with proper, timely interventions. Treatments like hormone replacement therapies in men and women, as well as prescriptions, coaching, and mental health support, can help significantly improve the quality of life of your employees while reducing their total annual healthcare costs. The challenge for benefits teams isn't identifying the issues, nor is it finding solutions—it's expanding access to care in a timely and effective manner.



Offer *menopause health benefits* that your employees will use

Reach out to one of our benefits experts to learn how we can support the needs of your team.

[Talk with us](#)



PART 2

Maven's approach to menopause and midlife health

Untreated menopause and midlife health issues undoubtedly impact your organization, in terms of productivity, healthcare claims, and employee retention. Addressing these challenges demands holistic and comprehensive solutions that empower your employees to get the help they need, when they need it, whether that's emotional support, hormone replacement therapies, or even prescriptions for hair loss and sexual health.

Maven's Menopause & Midlife Health program is a holistic and evidence-based approach that improves healthcare outcomes for your midlife employees. Our care model combines comprehensive and peer-reviewed clinical care with career and lifestyle support, offering end-to-end coverage for the complex and varied physical and emotional healthcare needs of perimenopausal and menopausal women. Our program strives to offer inclusive support for every member, and also includes men's midlife health support whether that's urology or hormone replacement therapy, mental health support, or career counseling.

92%

of members experiencing menopause symptoms had a **reduction in severity** of at least one symptom after 3 months of Maven use

Symptom reduction

Members can access 24/7 clinical support from menopause-trained OB/GYNs, men's and women's health-focused NPs, urologists, naturopathic family physicians, and mental health providers to address their unique healthcare needs. On-demand appointments, consultations, and prescriptions help ensure members receive timely care to manage and mitigate their symptoms.



Maven outcomes

After 3 months of Maven use, 92% of members experiencing menopause symptoms had a reduction in severity of at least one symptom.

44%

of users have a reduction in hot flashes



38%

of users have an improvement in sleep quality



Ways Maven Helped

80%

of women never learned about menopause in school

60%

of millennials and Gen-Xers have never discussed menopause with a provider

Only 36%

of millennials and Gen Xers who talked to their doctor about their symptoms say they got advice that worked for them

Education and guidance

Our Care Advocates help guide members towards the virtual and in-person care they need, when they need it. They can also answer any questions members may have and provide peer-reviewed educational content for additional support. These resources, such as guides and blogs, help members better understand their symptoms and make sense of what they're experiencing, drawing on trusted sources. Care Advocate guidance helps members find services and providers they may not have considered before.

MAVEN OUTCOMES

37%

of members reported that they are **more likely to continue working for their current employer** because they have Maven's menopause program

27%

of member reported that they would **stay in the workforce longer** because of using Maven's menopause program.

68%

of members reported that **Maven helped them learn what to expect during menopause** and their options for managing symptoms.

34%

of members reported that Maven helped them **advocate for themselves** with providers.

31%

of members reported that Maven **helped them manage their physical symptoms**.

Career and lifestyle support

Coaching, guidance, nutritional and lifestyle support, and more are available to members to help them navigate and accommodate changes in their body and in their lifestyle. As a result, members can better manage their health and bring their whole selves to work. Accessing these resources leads to better attendance, productivity, and feelings of loyalty towards their employers.

MAVEN OUTCOMES



After three months of using Maven Menopause, 72% of members said they had the **knowledge and skills to manage menopause**—up from 18% at the start of the program



After three months of using Maven menopause, 82% of members reported that they were **confident they could take actions to improve their health, comfort, and well-being**—up from 39% at the start of the program.

Nearly half of users with severe or very severe symptoms **report that they are more likely to continue working for their current employer** and stay in the workforce longer because of having Maven's menopause program.



"I felt overwhelmed, exhausted, and dismissed—especially when my doctor (a woman!) shrugged off my symptoms without offering real support. Thankfully, I had friends who encouraged me to explore hormone replacement therapy (HRT), and that changed everything."

MEMBER HIGHLIGHT: KATHLEEN

Driving results with comprehensive and holistic care

Because menopause is defined as a period of life, health outcomes must be measured on a longer time-scale to account for the positive impacts of lifestyle changes, hormone therapies, and mental health support. In the short term, however, we can measure the business value of reducing symptom severity, reducing absenteeism and attrition, and improving workplace productivity. Across Maven's Menopause and Midlife members, 92% report a reduction in the severity of at least one symptom, and 37% of members reported they were more likely to continue working for their current employer because of Maven.

ROI is measured by weighing the clinically-validated [Menopause Reduction Scale \(MRS\)](#)—a five-point measure used to evaluate 11 different menopause symptoms at various points through the member journey—against average salary replacement costs and regained workdays. As a result, Maven delivers **\$1,600 in annual cost savings per member** based on their symptom improvements from baseline. In the long run, improved symptom management leads to improved health outcomes, better chronic condition management, and a lower risk of cancer, osteoporosis, and dementia.

37%

of members reported they were more likely to **continue working for their current employer** because of Maven.



PART 3

Elevating the standard for employee healthcare with top companies

Maven drives value for organizations across the board, from tech and finance to life sciences and industrials. Our proven care model, dedicated client success team, and problem-solving approach to implementation deliver exceptional and immediate results for our clients.

Deutsche Bank 



Gwinnett

Achieving **2.6x** clinical and business ROI for Deutsche Bank

CASE STUDY

When Deutsche Bank launched Maven in 2024 to elevate its women's and family health benefits, the response was immediate and strong. The company integrated the full suite of Maven's programs—spanning fertility and family building, maternity and newborn care, parenting and pediatrics, and menopause and midlife health—into its benefits mix, alongside generous parental leave and remote work flexibility.

600

enrollments

110+

interactions per member

2.6x

clinical and business ROI

Maven's 24/7 virtual clinic delivers culturally competent care across 35+ languages, supporting the bank's diverse workforce of more than **7,000 U.S. employees**. Since implementing Maven, the bank has recorded over 600 enrollments and more than **110 interactions per member**, and the average appointment rating is 4.9/5. With such strong engagement, Maven was able to deliver a **2.6x clinical and business ROI for the company**.

"If you're looking for a partner that is specialized in women's and family health and provides value to your employees by helping them navigate the complexities of starting and raising a family...

...Maven is best in class."

JACKIE MCNEIL,
HEAD OF BENEFITS FOR THE AMERICAS,
DEUTSCHE BANK



Providing culturally-competent care for a **multinational workforce** with GHD



CASE STUDY

GHD, a manufacturing consulting company, partnered with Maven to deliver comprehensive family and reproductive health benefits across its U.S., U.K., and Canadian operations. The partnership began in 2022, with GHD adding Maven Menopause and Midlife Health in 2023 to increase support for its diverse workforce across all life stages.

40K+

member interactions

4.3K+

appointments and clinical engagements

Members have accrued over 40,000 interactions with Maven's virtual clinic, as well as over 4,300 appointments and clinical engagements. As a result, GHD can better support its diverse workforce across its multinational operations with high quality and culturally competent care that makes an impact in their lives.



“Some highlights of partnering with Maven have been the flexibility in program design, customer support, and their...

...emphasis on the employee experience and education.”

KATY BELLMORE,
GLOBAL BENEFITS MANAGER, GHD

Serving **those who serve** with the Gwinnett County Government



CASE STUDY

The Gwinnett County local government employers nearly 6,000 Georgians in public service, with a workforce spanning roles, functions, and generations. Their employees work all year and around-the-clock, and their healthcare needs reflect it. Gwinnett County needed an easily accessible solution that worked for every schedule and for every employee, regardless of their stage of life or the composition of their home. After implementing Maven's Fertility & Family Building and Maternity & Newborn Care programs and experiencing immediate success, they added the full suite of programs to offer comprehensive care for women's and family health. The impact was immediate and considerable, with over 470 average interactions per member and a 4.95/5 average appointment rating.

23%

of maternity members report improved mental health

71%

of maternity members report an increase in productivity at work

5.1x

clinical and business ROI

Together, Maven and Gwinnett County have achieved a 5.1x clinical and business ROI, with 23% of maternity members reporting improved mental health, 71% reporting an increase in productivity at work, and 97% valuing Gwinnett County as an employer more for offering Maven as a benefit.

"No matter what age, race, sex, religion...

*...there's something in Maven
for every one of our employees
in every part of life."*

KARISSA CALVERT
HR DIVISION DIRECTOR,
GWINNETT COUNTY GOVERNMENT





PART 4

Designing impactful menopause and midlife benefits

Galvanizing your organization against the impacts of untreated midlife healthcare needs goes beyond your vendors. It requires an organization-wide commitment to meeting your employees where they are and empowering them to find and access the right care at the right time for their unique needs. Here are a few steps to follow when designing your benefits program and philosophy to help you get started:

INCREASE ACCESS TO SPECIALTY CARE

Focus on solutions that can bridge the care gap immediately with access to specialty care providers like OB-GYNs, NPs, and mental health providers.



PROVIDE TRUSTED EDUCATIONAL RESOURCES

Aging and menopause is a sensitive time in life. Provide solutions that offer clinically-vetted content and educational resources that don't spread panic or misinformation.



CONSIDER THE WHOLE PERSON

Look for solutions that offer holistic support for people that includes their mental and physical health as well as career support and counseling.



Designing menopause benefits that deliver

[Learn more](#)



To help you get started, here are a sample of clinically-vetted blogs that you can share with your employees today to help them navigate and manage their midlife health journey.

Menopause fatigue: What causes it and how to deal [→](#)

Weight gain during menopause: What causes it and how can you feel your best [→](#)

Heart discomfort and menopause: Why it happens and how to feel better [→](#)

What's the deal with joint and muscle problems during menopause? [→](#)

Vaginal dryness is very common during menopause—here's what you can do about it [→](#)

Overall, a successful benefits program for menopause and midlife health gives guidance and support in the lulls, and clinical care and interventions when necessary. The ultimate goal is to reduce the burden of unmet care on your organization, so your benefits program should work hand-in-hand with the lifestyles of your employees.



PART 5

Empowering your midlife employees with Maven

Your midlife employees are the foundation of your organization. They have the experience and the know-how to keep the gears turning, so when they slow down, you'll feel it. Empowering them with the tools to manage their health isn't just the right thing to do, it's imperative to your organization. Maven's Menopause and Midlife Health program is here to help you expand access to menopause-specific care, with 24/7 access to specialists, an ever-expanding library of educational content, and dedicated care advocates who help your employees manage their unique needs.

Maven isn't just a vendor. We're your strategic partner in all things women's and family health, with solutions for every phase of life. Learn more about how we partner with employers and consultants or schedule a demo to meet our team.

Learn more about Maven: [Book a demo](#)