



Short description

Subject:

Maven will be offered as a benefit in 2022

COPY:

We are excited to announce that Maven is coming to Affirm! Maven provides free virtual care for pregnancy, postpartum, and returning to work after parental leave and is available to you and your partner.

Your membership is sponsored, which means you can book coaching and educational appointments with 30+ provider types (doulas, midwives, nutritionists, lactation consultants, and more) at no cost. You also get unlimited access to Maven's library of virtual classes, content, and community features for new and prospective parents.

Maven will be available starting on 1/1/22. Sign up [here](#) to get notified as soon as it's available!

Long description

Subject:

You and your partner will have access to Maven in 2022

COPY:

We are excited to announce that Maven is coming to Affirm!

Maven offers 24/7 access to doctors, specialists and coaches for pregnancy, postpartum and returning to work after parental leave—and it's available to you and your partner at no cost.

You'll get access to:

On-demand virtual appointments with top-rated providers

Unlimited messaging and on-demand video appointments with Maven OB-GYNs, mental health specialists, prenatal nutritionists, lactation consultants, career coaches, and more from wherever you are, whenever you need it

Your own Care Advocate

Personalized, 1:1 support to help answer questions about your benefits, get connected to the right Maven providers based on your needs, and for referrals to in-person care when you need it

A library of expert content tailored to your experience

Trustworthy content tailored to you on topics like prenatal health, postpartum depression, and returning to work with confidence, and empowering virtual classes led by Maven providers

Maven will be available starting on 1/1/22. Sign up [here](#) to get notified as soon as it's available!

Instant messenger copy

Maven will be offered as a benefit at Affirm. Maven is the largest virtual clinic for women's and family health, and it's free for you and your partner to use. Maven offers:

- **Unlimited appointments with 30+ provider types:** Including mental health providers who specialize in pregnancy, loss, and postpartum; infant sleep coaches; and doulas
 - **Virtual classes:** A library of live, provider-led classes, which include introductions to breastfeeding, prenatal yoga, toddler nutrition, and many more
 - **Postpartum support:** Holistic support for postpartum recovery as well as specialized support for those who've experienced a loss
- Maven will be available starting on 1/1/22. Sign up [here](#) to get notified as soon as it's available!

1. Open Enrollment Maven overview videos

- **Video:** Fert + Maternity + Parenting & Peds programs:
<https://info.mavenclinic.com/maven-overview-fertility-maternity-parenting-pediatrics-programs>