

Newsflash

New partnership with Maven Clinic to support women's and family health

August 2025





IGP partners with Maven Clinic for better health

IGP is proud to announce a new partnership with Maven Clinic, the world's largest virtual clinic for women's and family health¹. Manulife Canada, IGP's parent company, announced a partnership with Maven Clinic [earlier this year](#).

Women's and family health are cornerstones of workforce well-being, impacting everything from productivity to retention, but too often, care is fragmented or inaccessible. Through our new partnership, IGP customers will gain unlimited access to Maven's award-winning digital programs for tailored support. Maven specializes in supporting women and families through some of their most important stages of life, including fertility, family building and planning; maternity and newborn care; parenting and paediatrics; and menopause and midlife.

Investing in women's health, investing in the future

The need to prioritize women's health has never been more apparent. According to the World Economic Forum's Blueprint to Close the Women's Health Gap², women spend 25% more of their lives in poorer health than men - a disparity that peaks during their most productive years. This not only affects their personal well-being but also limits their ability to contribute economically and support their families.

The consequences are far-reaching. If left unaddressed, the women's health gap could cost the global economy up to \$1 trillion annually by 2040³.

¹ Maven Clinic, Meet Maven, 2024

² [Blueprint to Close the Women's Health Gap: How to Improve Lives and Economies for All](#), Insight Report January 2025

³ [Closing the Women's Health Gap: A \\$1 Trillion Opportunity to Improve Lives and Economies](#), Insight Report January 2024, World Economic Forum in collaboration with the McKinsey Health Institute

However, the opportunity is equally significant: bridging this gap could add 27 million healthy life years each year, while also unlocking substantial economic and social benefits.

The report identifies nine key conditions - including heart disease, breast and cervical cancers, menopause, endometriosis, and migraines - that disproportionately affect women, or are often overlooked in research and care. These conditions represent over a third of the total health burden women face.

To address this, the blueprint outlines five critical actions: improve data collection, invest in research on female biology, deliver gender-responsive care, ensure inclusive access, and mobilize funding. Together, these steps form a roadmap not just for better health outcomes, but for a stronger, more equitable global economy.

Maven: Closing the care gap for women and families

Maven is a global leader in women's and family health, serving members across more than 175 countries. IGP customers who enrol in Maven will have 24/7 virtual access to Maven's platform, connecting them to a global network of providers across more than 30 specialties who speak more than 35 languages. Maven's diverse network of providers helps ensure that non-medical support is accessible and inclusive for individuals from all backgrounds.

Maven's offerings are built around four key pillars that most impact women's and family health:

- **Fertility & Family Building:** helping individuals and couples navigate their family-building journeys, including support for preconception and trying to conceive, fertility treatment like IVF and IUI, adoption, and surrogacy.
- **Maternity & Newborn Care:** extensive support during pregnancy, postpartum, and return-to-work, including access to virtual, non-medical consultation with participating OB-GYNs, doulas, lactation consultants, career coaches, and mental health providers. Maven also provides compassionate support for individuals experiencing loss.
- **Parenting & Paediatrics:** this program provides resources and consultations for parenting challenges and paediatric care,

⁴ Your dollar goes further with Maven, <https://www.mavenclinic.com/lp/maven-roi>

so families have access to the support they may need as their children grow.

- **Menopause & Midlife Health:** provides support through every phase of the menopause journey for women and midlife health support for men, including hormonal changes, mental health, sexual health, and overall well-being.

Empower your workforce with care that meets every stage of life

As workforce expectations evolve, employers are under increasing pressure to offer benefits that reflect the full spectrum of their employees' lives - especially when it comes to reproductive care and family health. Maven provides a powerful solution for global employers seeking to meet this demand while improving outcomes and reducing costs.

A comprehensive, global solution

Maven supports employees across more than 175 countries, offering care in 35+ languages and connecting members with culturally competent providers who understand local healthcare systems. This global reach ensures benefits parity across geographies, helping multinational employers deliver equitable care to all employees—regardless of location.

The platform spans 30+ specialties, including OB-GYNs, mental health professionals, paediatricians, lactation consultants, and career coaches. Employees receive 24/7 access to virtual care, personalized care plans, and curated content tailored to their health journey. Each member is also paired with a Care Advocate who helps them navigate benefits, connect with the right providers, and manage financial support.

Driving measurable business outcomes

Maven's impact is backed by data⁴:

- Employers see up to **4x return on investment (ROI)** in maternity care.
- **30% of members** struggling with fertility conceive without assisted reproductive technology (ART).
- After 3 months of Maven use, **93% of users** experience a reduction in severity of at least one menopause symptom.

These outcomes translate into improved employee engagement, higher return-to-work rates, and reduced healthcare costs - making Maven not just a health benefit, but a strategic business investment.

A strategic advantage for employers

Maven’s flexible, easy-to-implement platform allows employers to configure benefits based on workforce needs and budget. Whether supporting fertility, adoption, surrogacy, parenting, or menopause, Maven delivers a unified experience that integrates seamlessly with existing health plans.

By partnering with Maven, employers can:

- Attract and retain top talent
- Improve health outcomes and reduce costs
- Deliver a benefit that employees genuinely value

In today’s competitive talent landscape, investing in comprehensive family health benefits isn’t just the right thing to do- it’s a business imperative.



Unlock the full insights:
Download the report

To better understand the current landscape of women’s and family health support, Maven surveyed over 1,500 HR leaders and over 3,700 employees about the challenges they’re facing - and the changes they’re making.

Download the [2025 Maven’s State of Women’s and Family Health Benefits](#) now.

Manulife becomes first Canadian insurer to offer Maven

Earlier this year, Manulife Canada was the first insurer to announce it has partnered with Maven Clinic.

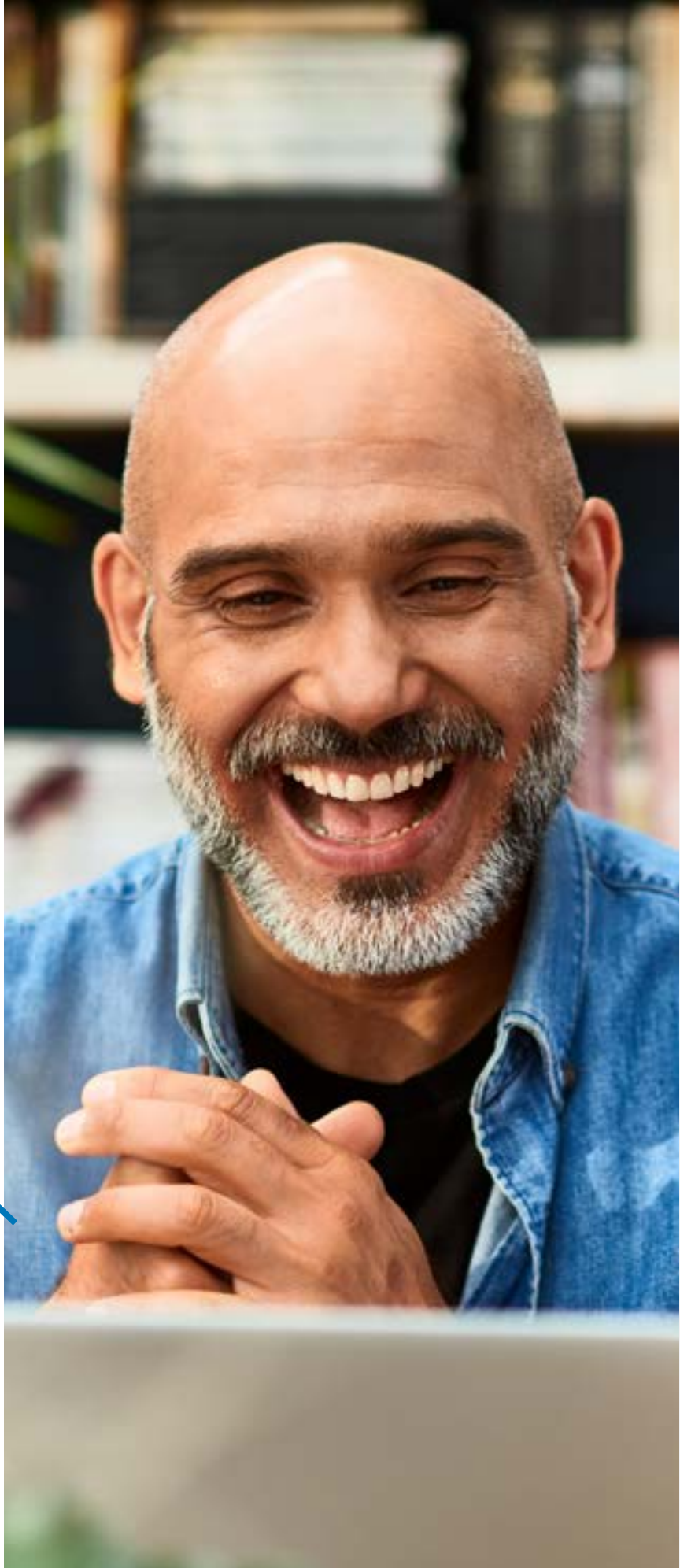
Beginning this autumn, Manulife Group Benefits plan members, whose employers enrol in Maven, will have 24/7 virtual access to Maven’s platform. With more than one in five Canadians without access to a primary care physician⁵, Maven can help women and families navigate the Canadian healthcare system through its digital platform and help members find in-person care.

“Together with Maven, Manulife is not just responding to gaps in women’s and family health - we’re redefining what comprehensive support looks like during key life transitions like family planning and menopause,” says Jennifer Foubert, Head of Product, Manulife Group Benefits. “We’re proud to be the first insurance company in Canada to offer these important programs through Maven that will help our members access personalized and holistic support and navigation when they feel they need it most, wherever they are on their journey.”

Employer success stories:
Maven in action

See why trust leading companies Maven to deliver better outcomes for their employees - and their business: visit [Maven Client Stories](#) to learn more.

5 OurCare. Primary Care Needs, 2024



Upcoming webinar

Stay tuned for our upcoming “IGP Webinar Learning Series” in September, during which we will introduce Maven Clinic and how this innovative solution can help your organization drive better health outcomes, boost retention, and deliver benefits that truly matter.

More details will be shared soon.

For more information, please contact your IGP Business Development Manager or...



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