



Empowering a thriving workforce

Comprehensive support tailored to women and families

Investing in women's and family health is more than a benefit – it can be a strategic advantage. Health care gaps affecting women and families can directly impact workplace productivity, retention, and well-being.¹



95% of Canadian workers say their employer has no formal support for expectant parents.²



55% of the women's health care gap occurs during working years.¹



Unmanaged menopause symptoms cost the Canadian economy **\$3.5B annually** and cause **1 in 10 women** to leave the workforce.³

Our women's and family health product, powered by Maven®, helps close these gaps with 4 innovative programs that offer support through family building, maternity, parenting, and midlife health – helping empower your employees and strengthen your organization.

Did you know?

96% of employees are more loyal to companies who offer fertility and family building support.⁴

Helping employees thrive at every age

Help empower your employees with 24/7 access to comprehensive, personalized non-medical support that adapts to their diverse needs. **Services include:**

1:1 care advocate providing personalized guidance and regular check-ins.

Unlimited virtual consultations on-demand access to a global network of **30+ types** of specialists – including OB-GYNs, mental health providers, pediatricians, and sleep coaches – in **35+ languages**.

Tailored care plans: customized to individual needs, goals, and life stage.

Participants average **15+ monthly touch points** engaging with the program.⁵

Four programs delivering proven outcomes for employees and their families

Fertility & Family Building

Inclusive care for family building journeys, including:

- conception guidance
- male fertility education
- specialized transgender and nonbinary guidance
- IUI and IVF support
- adoption and surrogacy coaching

30% of people struggling to conceive achieve pregnancy without further medical intervention after engaging in the program⁴

Maternity & Newborn Care

Comprehensive support, including coaching and support from pregnancy to postpartum and return-to-work, covering:

- pregnancy options
- postnatal and newborn care
- doula support
- return-to-work coaching
- lactation consulting
- miscarriage and loss

94% return to work after parental leave⁴

Parenting & Pediatrics

Specialists, communities, and resources during childhood development years, offering:

- pediatric support
- parent coaching
- special needs support
- developmental milestones
- childcare navigation
- behavioral management

68% of appointments occur after work hours.⁴

Menopause & Midlife Health

Tailored support for better long-term health across:

- perimenopause
- menopause
- post menopause
- male midlife health

55% experienced **less anxiety** and **41%** reported **better sleep**.⁴

Together, we can improve health outcomes for women and families and build stronger organizations.

To learn more, or make changes to your benefits plan, please contact your Manulife representative.

With a benefits plan powered by Manulife, every action can help build towards *a healthier future*.

¹ McKinsey Health Institute, Closing the women's health gap: A \$1 trillion opportunity to improve lives and economies, Jan 2024

² Moms at work, 2021 Maternity Leave Experience Report, 2021

³ Menopause and Work in Canada Report, 2024

⁴ Maven program data, based on aggregated member self-reported outcomes, substantiated by Milliman, 2025

⁵ Maven program data 2024

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