

Bumble leverages Maven for guidance through an evolving reproductive health landscape





INDUSTRY
Technology

TOTAL EMPLOYEES
1,000

MAVEN PRODUCTS
Fertility & Family Building
Maternity & Newborn Care
Parenting & Pediatrics
Maven Wallet

OVERVIEW

Bumble and Maven first partnered together in 2018 to roll out Maven’s Pregnancy & Newborn Care offering for employees who are starting and raising families. Since then, the company has continued to expand its offerings with Maven to include Fertility & Family Building, Parenting & Pediatrics, and Maven Wallet for reimbursement management.

CHALLENGE

In June 2022, the landmark Supreme Court decision, *Dobbs v. Jackson Women’s Health Organization*, prompted Bumble to find a partner to help navigate benefit design and compliance amid a rapidly changing legal and reproductive health care landscape for their employees.

SOLUTION

Bumble and Maven strengthened their partnership to provide employees with reproductive health benefits that support their needs, no matter where their journey takes them.



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Headquartered in Austin, Texas, Bumble’s leadership is acutely aware of the rapidly changing reproductive health care landscape. In 2021, the State of Texas enacted multiple laws that significantly restricted access to abortion care. To continue to support their employees in the wake of these decisions, Bumble enhanced its offerings to support the full spectrum of their employees’ reproductive health needs. Bumble believes that all employees should have equitable access to care, regardless of where they live.



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Caring for families has always been core to Bumble’s mission. “We want to be able to provide people a great place for [employees] to work and build their family,” says Schneider. As the company scaled—with new offices, products, and an IPO in February 2021—the team continuously reevaluated its family health benefits, policies, and priorities to maintain a best-in-class offering that reflected their values as a brand centered on women and their experiences. As Schneider describes it, “we need to meet our employees where they are in their life—our workforce is maturing, and our people are expanding their families. We want to give them and

their families what they need to be as productive and happy as they can be.”

In light of the evolving reproductive health care landscape, the team knew the company needed a partner to help navigate a new normal for employees who needed access to medical care. The team especially wanted to provide a sense of consistency and stability for its employees as so much was changing in the state and nationwide. “There are a lot of service providers out there, but we wanted something our employees trust, and something that made sense cost-wise,” says Schneider.

In anticipation of the *Dobbs v. Jackson Women's Health* Supreme Court decision, Bumble reached out to Maven for benefit design options. "We really leaned on our relationship with Maven to navigate this uncertain time," says Schneider. "When things are so up in the air, having a trusted partner to rely on is very helpful." Bumble expanded its Maven Wallet coverage to include IVF/IUI, egg freezing, adoption, and maternity-related costs, so their employees could access and receive financial coverage to access their reproductive health care needs, which may include abortion services.

The company chose to stay with Maven because, "all of these services are connected," says Schneider. "Our employees love Maven, so giving them yet another reason to use it was a no-brainer. We already saw that many of our employees were using Maven for fertility or maternity, so it just made sense to expand into the Wallet function." Adding these solutions empowers Bumble's employees to seek care, guidance, and support for the entire family journey, no matter where they are in that journey.

Leaning on Maven to traverse a complex global landscape

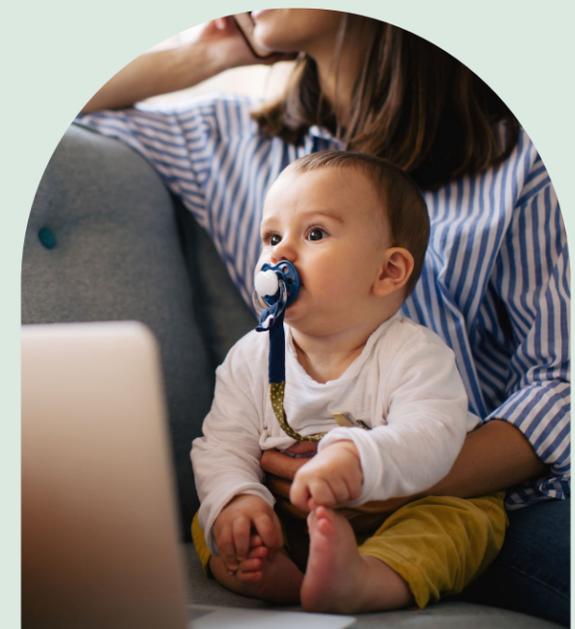
As a company with a global presence, Bumble's HR team needed assistance traversing local laws and regulations surrounding fertility, adoption, and reproductive health. "Without Maven's support, it would have been very challenging to adjust and adapt to changes," says Schneider. "And it would have been a lot more difficult for us to remain compliant."

In addition to supporting compliance, Maven also supports Bumble with global expertise for benefit administration. "Even though we have employees all over the world, Maven helps us navigate the ins and outs of each country," says Schneider. "For example, I've never had to personally learn what the NHS does and does not cover—Maven's team are experts in coverage in the countries our employees live and work in. It's super helpful."

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Top countries at Bumble by enrollment

- I. United Kingdom
- II. United States
- III. United Arab Emirates
- IV. Australia
- V. Canada

Top 5 virtual specialists booked at Bumble

- I. Pediatric sleep coach
- II. OB-GYN
- III. Lactation consultant
- IV. Fertility nurse
- V. Doula and childbirth educator



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504 avg. interactions per member

4.99/5 avg. appointment rating

64% of members are first-time parents

A growing relationship for a growing company

From when Bumble first rolled out Maven in 2018 to expanding Maven Wallet in 2022, the partnership has flourished. And like any successful relationship, Bumble’s success with Maven is more than just superficial—the company’s employees love using Maven. “The feedback has been wonderful, and the utilization has been great,” says Schneider.

As Bumble sets its sights on the future, the HR team feels confident that Maven will support its employees as their needs change and the company starts preparing for the next generation to enter the workforce. “We love that Maven can grow with us and our needs,” says Schneider. “It’s really exciting to see that as our company grows, Maven will grow alongside us.”

With support for employees in over 15 countries, and more than half of enrollments coming from abroad, Maven helps Bumble support employees anywhere, for all stages of the family journey. Members average over 500 interactions each with Maven’s platform, its virtual specialists, and content—with an average rating of 4.99/5 for their appointments. Members see a variety of virtual specialists, including sleep coaches, doulas, and fertility nurses, seeking support for fertility, adoption, surrogacy, and more.

Much like Maven supports the Bumble team through a difficult time, it also supports Bumble’s employees through any challenge, circumstance, or situation. “It’s hard to describe how special it was to have Maven there to support us through a scary, uncertain time as we took a stand on something important to us,” says Schneider. “When it seemed everything was crumbling down, Maven was there for our employees.”



Find out how Maven can help your organization

Maven is the leading digital family health benefit for organizations looking for inclusive family care for all employees, from fertility and family building to maternity, returning to work, and parenting.

To find out how we can support families in your organization, [request a demo today](#).

