

**the most loved and
trusted health companion
for women and families.**



oviahealth™

Ovia for the entire journey

For the past 10 years, Ovia has been an integral part of life's biggest moments.

From cycle insights to trying to conceive, from pregnancy to parenthood, we have been with her through some of her most transformative years. And now we are expanding our offering to support for another life transition.

we're with her
all the way



Women's
Health



Family
Building



Pregnancy



Parenting



Perimenopause &
menopause

Daily wellbeing for every stage of the journey

trusted and loved by millions for 10+ years



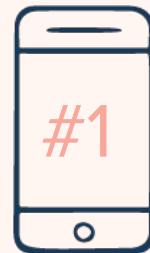
18 million

families
supported



30

Monthly
engagements
per member



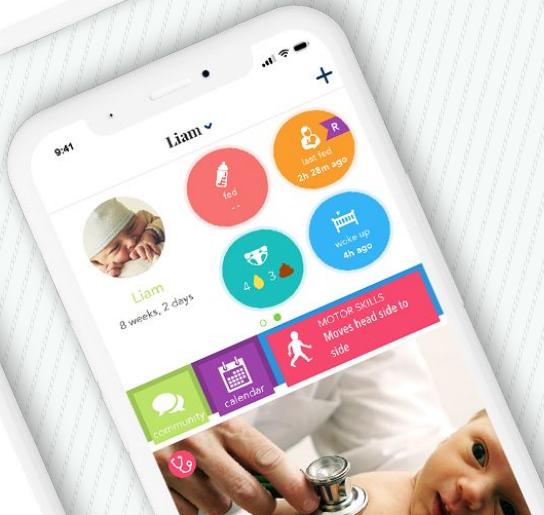
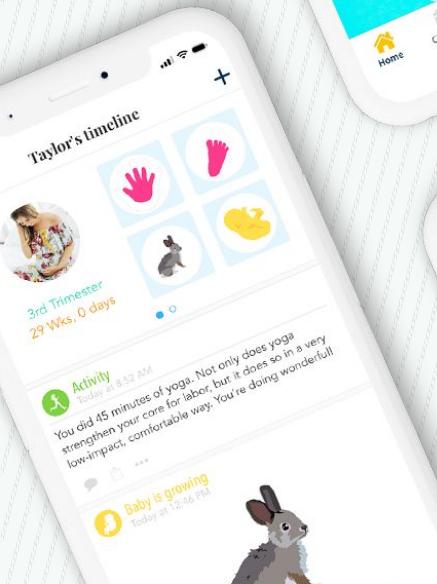
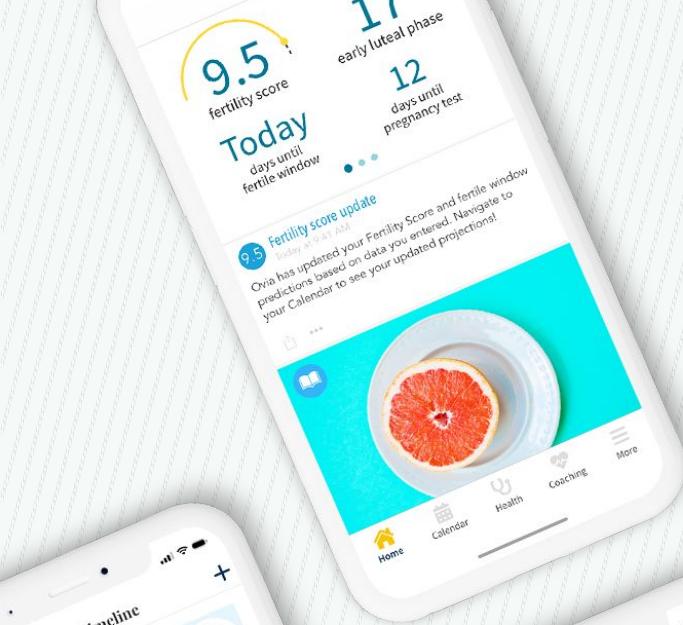
#1

women's health
apps



99%

member
satisfaction

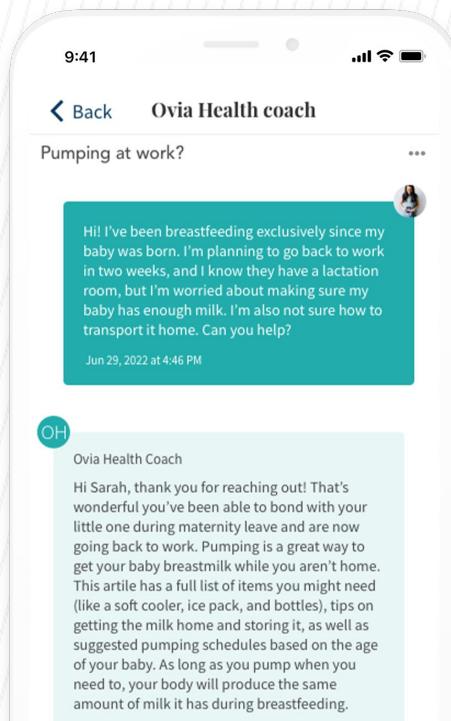
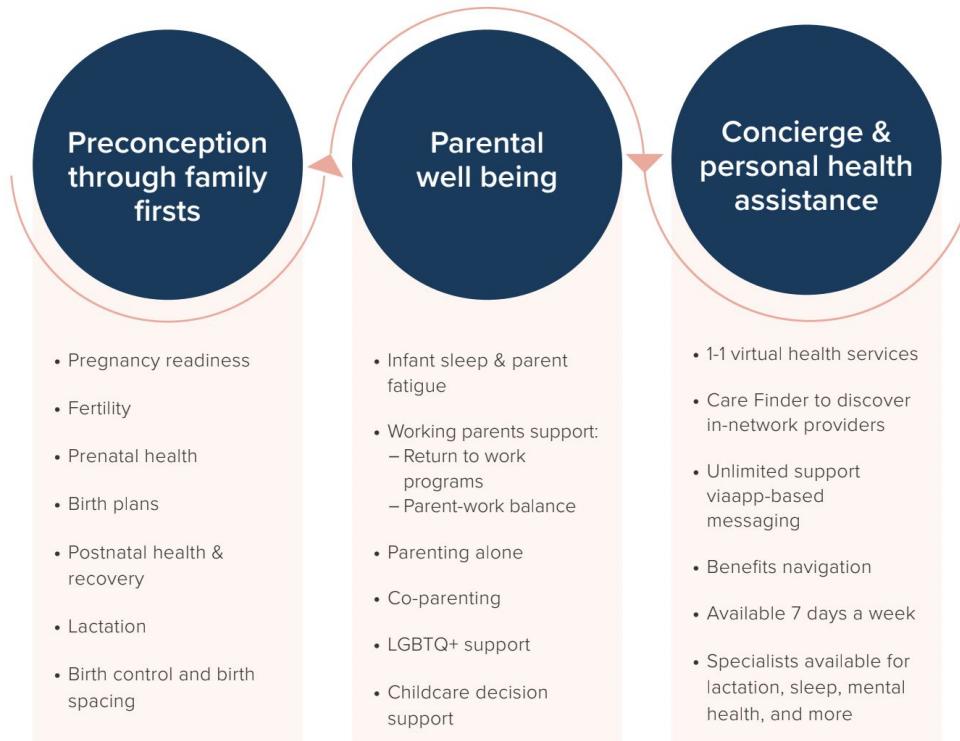


meet our apps

Ovia Health is your companion for the journey ahead: from cycle tracking to parenthood and every step along the way.



we're here for you and all of your unknowns

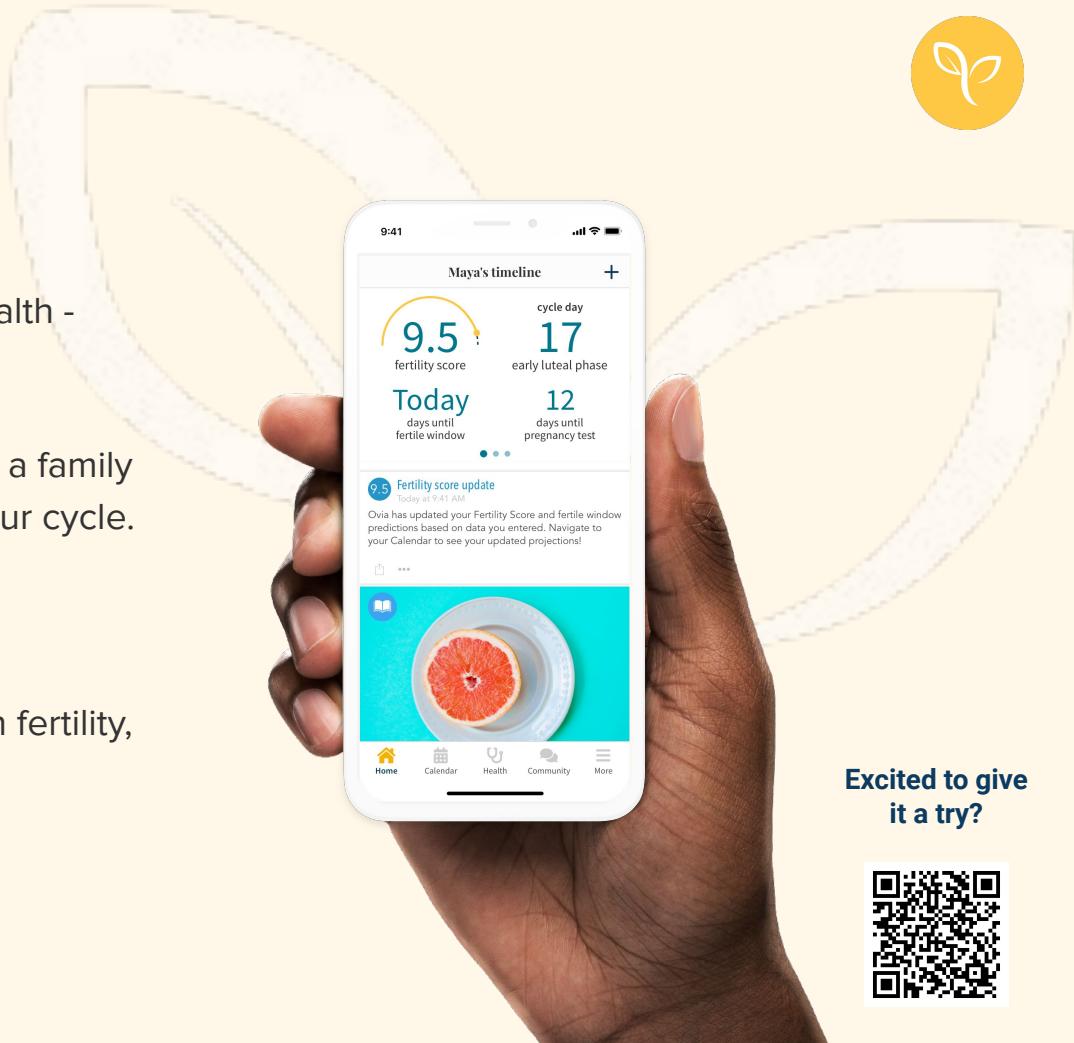


“I’m so grateful for this app.
Much better than Google!
Thank you for all you do
to keep me calm!”



Ovia

- Learn more about your reproductive health - from the very beginning to and through menopause
- Receive guidance & support for starting a family or following a path of purely tracking your cycle.
- Track key health info: symptoms, mood, exercise, nutrition, sleep, medication, reproductive health, and more
- Talk to health coaches who specialize in fertility, mental health, and more



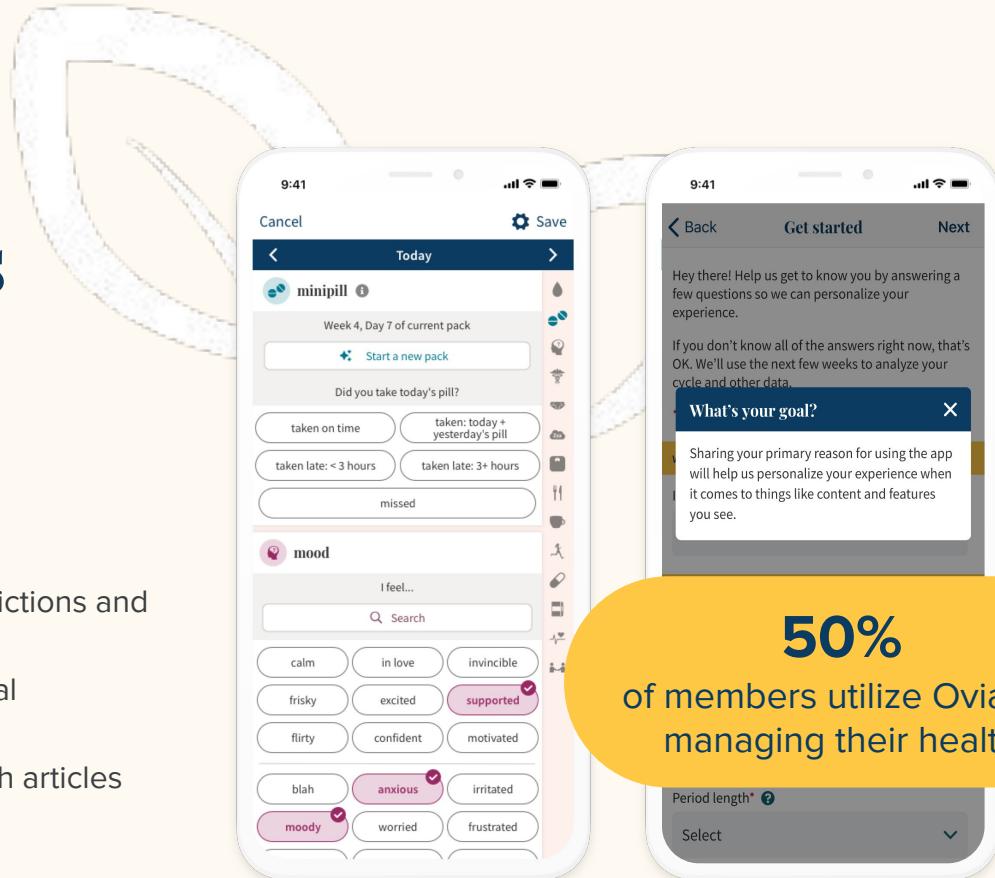
Excited to give
it a try?



* App and coaching available in Spanish

engaging women through all stages of reproductive health

- Understanding a member's unique health
- Tracking birth control methods, cycle predictions and a fertility calendar
- Monitoring a member's mental and physical menopause symptoms
- Empowering + educating members through articles tips + care team support



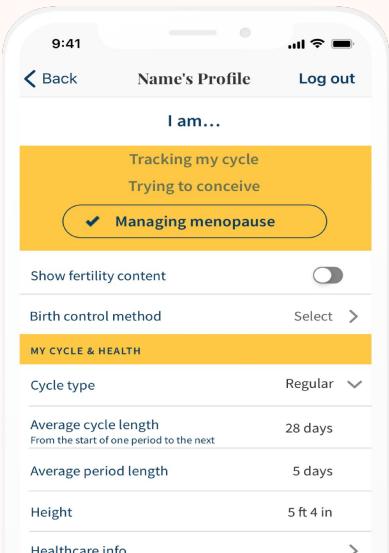
50%

of members utilize Ovia for managing their health

a new Ovia member experience

Clinically backed guidance for the entire journey and full spectrum of women's and family care

Member Experience



Inclusivity and belonging



Ovia menopause solution: overcoming stigma & information gaps

Educational resources & content



managing menopause ➔



mental wellbeing during menopause ➔



menopause symptoms ➔

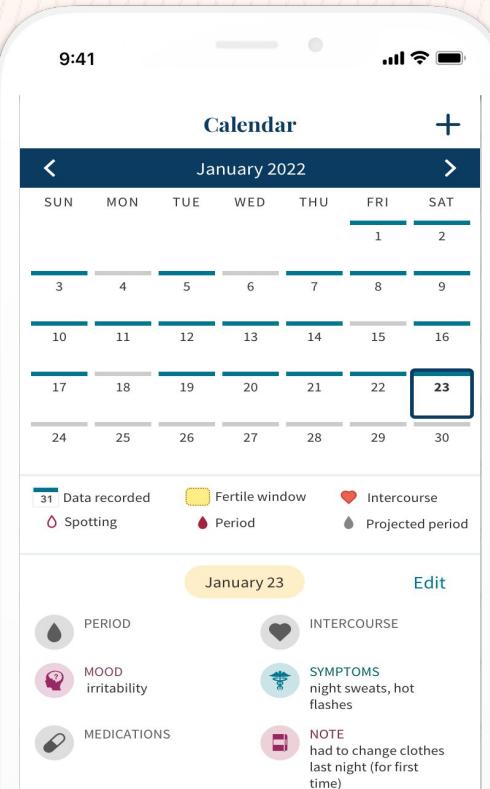


menopause 101 ➔



pause for thought ➔

Comprehensive health tracking



One on one support & treatment navigation



Hi Maya, how have you been feeling this week?

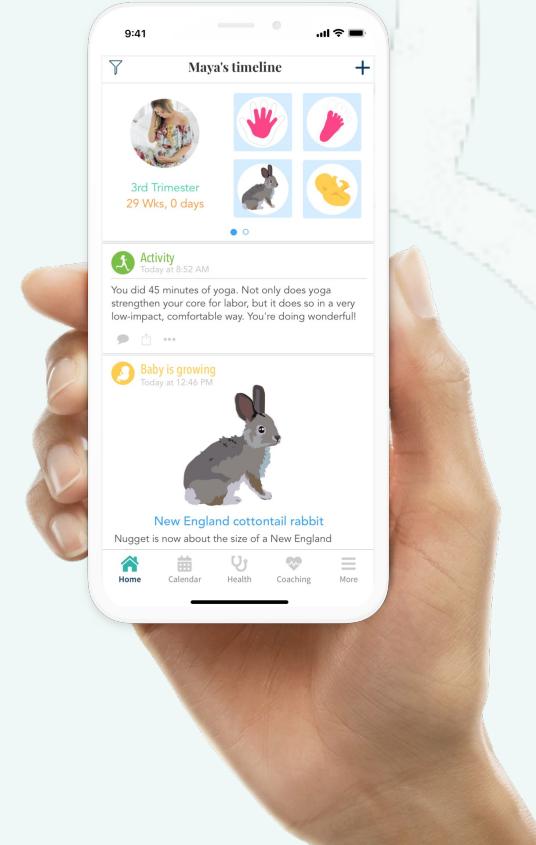
Hi, my night sweats have been much worse this week. I've had to change my clothes and sheets every night.

I know of a great provider in your area that you could discuss your symptoms with as well as if HRT is a good option for you.



Ovia Pregnancy

- Watch your baby grow
- Follow your pregnancy progress with weekly updates
- Track key pregnancy health info: symptoms, exercise, nutrition, sleep, medication, kicks, contractions, and more
- Talk to health coaches who specialize in labor and delivery, lactation, and more



Excited to give it a try?

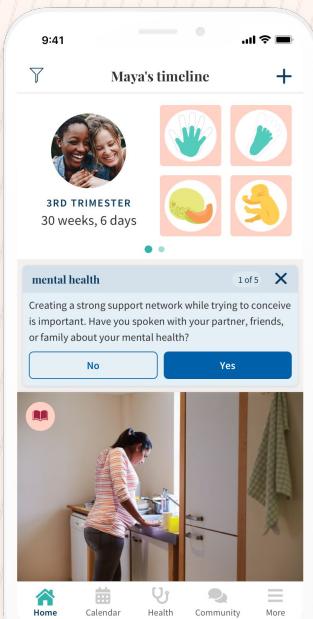


* App and coaching available in Spanish

a look inside...

Ovia Health supports your family health with fun, helpful features to make the path to parenthood easier and even more joyful.

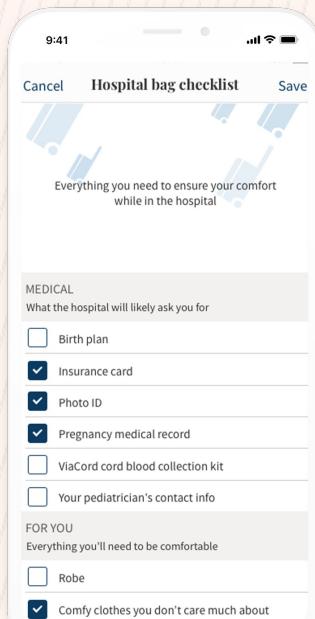
New health prompts, articles, and daily tips



Health assessment to customize your experience



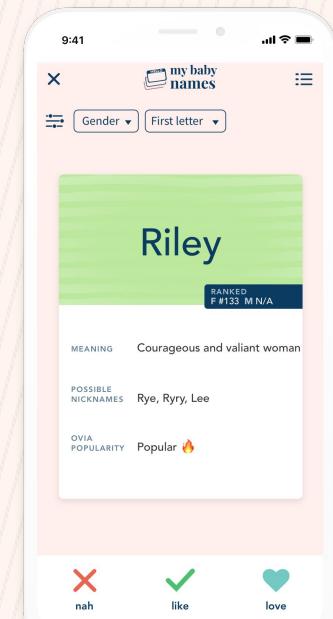
Helpful tools like hospital bag and food safety checklists



Weekly growth updates & size comparisons



Fun features like a baby name finder, community, and more





member journey

Member Experience (First Trimester to Birth)

A covered member
downloads Ovia Pregnancy



01



02

Choose a Hospital tool +
birth care



03



04

Prepare for birth with
questions to bring to provider,
uses contraction timer



05



06

Vaginal birth at 40 weeks

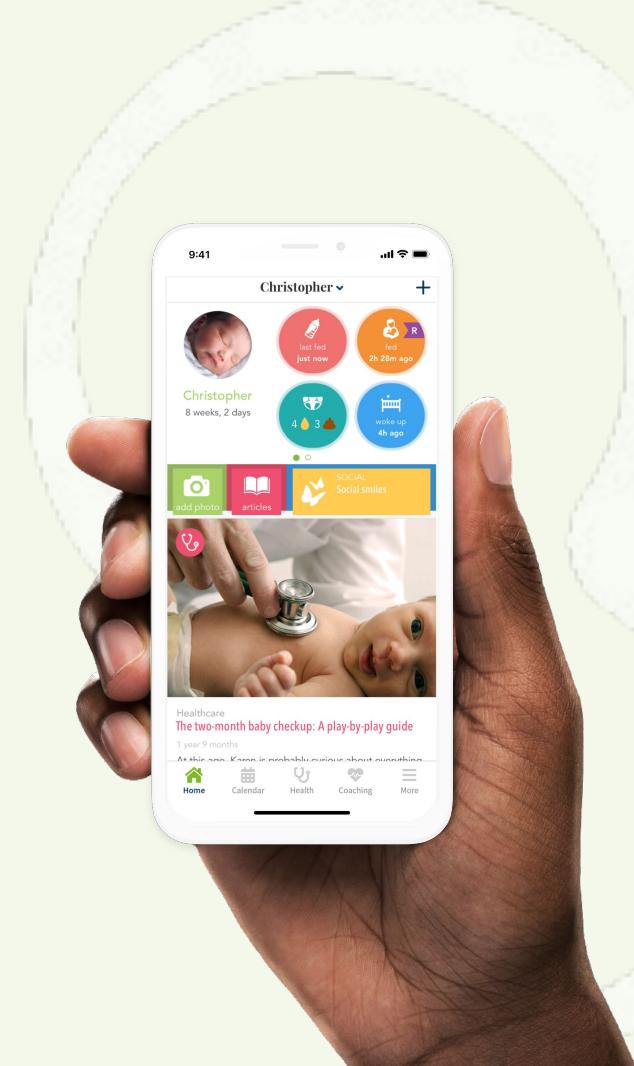


07

Ongoing outreach during
postpartum recovery and
comprehensive return-to-work
& parenting support

Ovia Parenting

- Navigate the challenges of parenthood - from infants to teenagers
- Learn about upcoming developmental milestones
- Track key newborn health info: breastfeeding sessions, bottle feeding, diapers, and sleep
- Talk to health experts who specialize in developmental questions, newborn care, sleep issues, and more



Excited to give
it a try?

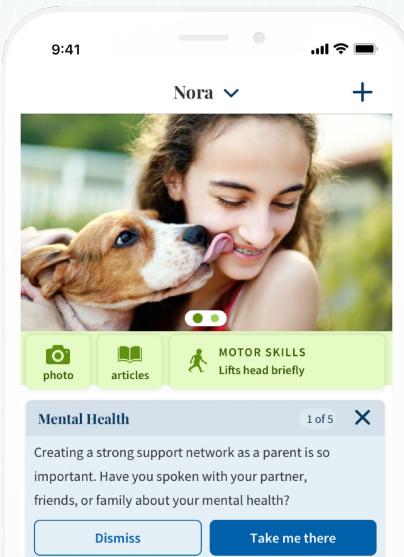


* App and coaching available in Spanish

the future of family wellbeing

Enhanced programming to help support parents amid children's health crisis

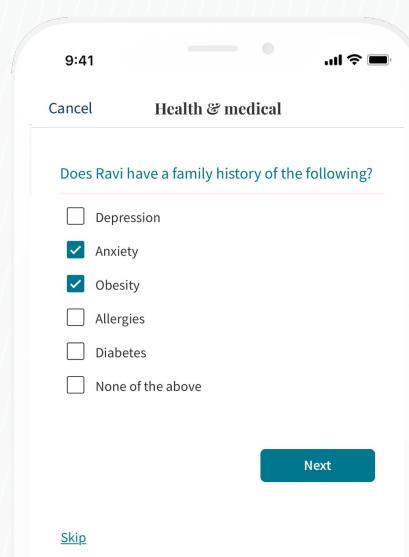
New member
experience design



Education for Parenting
Children ages 0-17



Early Risk
Assessments



educational programming

Content Categories

Evidence-based guidance & education created and reviewed by Ovia Health's in house clinical team and guided by American Academy of Pediatrics.



Common issues

Childhood illness
Developmental guides
School & education



Healthy habits

Eating habits
Body acceptance
Mental health
Finding a pediatrician
Self-advocacy



Parenting

Parenting styles
Discipline
Dealing with complicated issues



Lifestyle

Relationships
Personal essays

pride at ovia

Because we ❤️ love

Ovia Health™ provides personalized LGBTQ+ support throughout your journey to parenthood. Whether you opt for adoption, surrogacy, or other paths, our health coaches are here to answer all of your questions and provide any guidance you might need.

With Ovia Health, you'll have access to:

- Unlimited inclusive support via Ovia's in-house health coaches
- Adoption resources
- Surrogacy support
- Personalized content based on your unique goals
- Parental wellbeing & mental health support

Ovia™ Parenting supports single parents, co-parents, and multiple caregivers with shared accounts and so that everyone can stay involved.



support for surrogacy & adoption

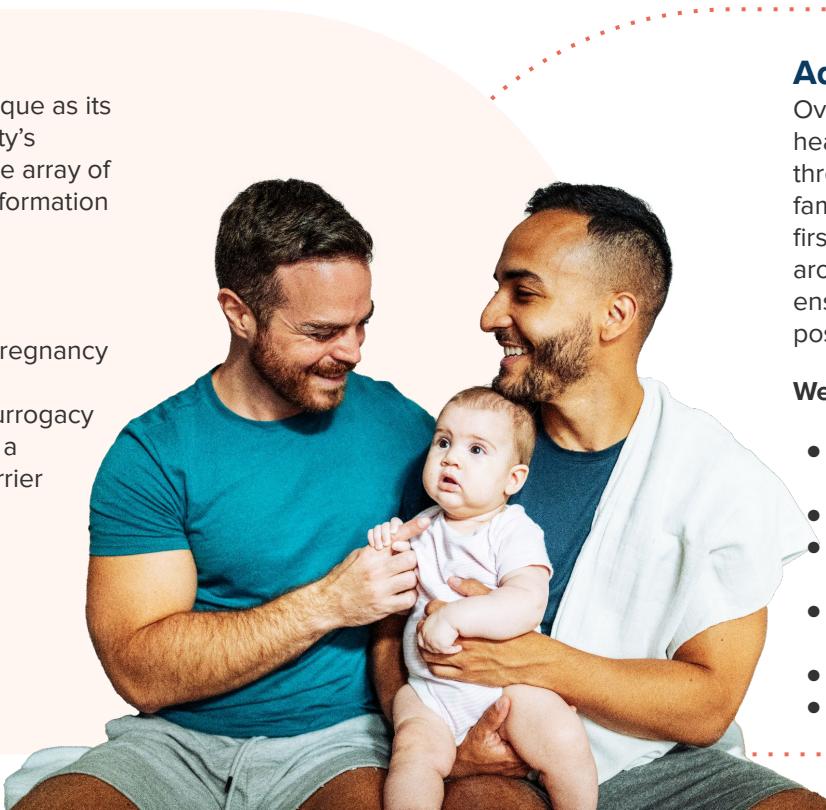
Ovia provides robust support for all paths to parenthood and methods of family building

Surrogacy support

Each surrogacy journey is as unique as its family, which is why Ovia® Fertility's surrogacy program covers a wide array of topics to provide you with the information you need most.

We cover topics such as:

- Having an active role in a pregnancy through surrogacy
- Traditional vs gestational surrogacy
- Building a relationship with a surrogate or gestational carrier



Adoption support

Ovia Health's adoption program spans your family health journey, from considering adoption, through the process itself, and into raising your family. This includes conversation guides, first-person perspectives, and educational guides around the concrete steps a family can take to ensure the most successful adoption process possible.

We cover topics such as:

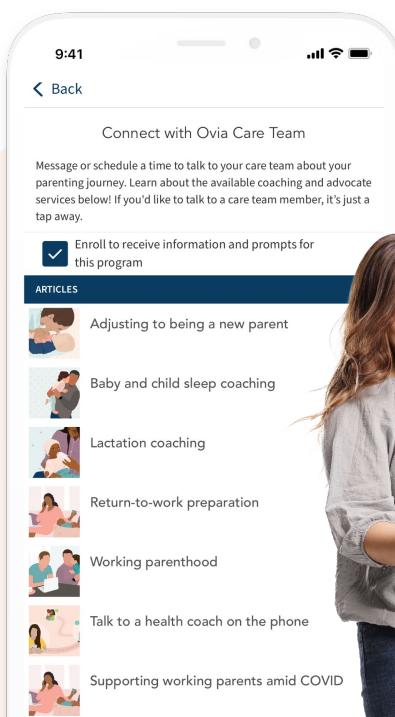
- Conversations to have with your partner before adopting
- Talking to siblings-to-be about adoption
- Preparing to adopt a child from another race or culture
- Preparing for your child's questions about their adoption
- Bonding with your new child
- Building new family traditions

Postpartum and
childbirth recovery

Baby and child
sleep coaching

Lactation
counseling

personalized support for members



Return to work

Black family
health



Care
navigation



Parenting tweens
and teens



On-demand access to in-house Care Team of parenting and health specialists, led by our Chief Medical Officer

- Lactation and baby sleep coaches
- Fertility, pregnancy, and pediatric nurses
- Nutrition and lifestyle coaches
- Social work and mental health specialists

Available in **English and Spanish** language.
Evidence-based, peer-expert model.

Asynchronous messaging and **Live** support available **365 days a year** to meet modern preferences.

care team experience

Health Expert clinical qualifications

- Certified nurse-midwives
- Nurse practitioners
- Fertility, Labor & delivery, NICU, and Pediatric RN's
- Lactation consultants
- Infant / child sleep coaches
- Nutritionist / dietitians



Care Advocate qualifications

- Perinatal mental health certification (PMH-C)
- Health education specialists
- Public health experience
- Doula experience

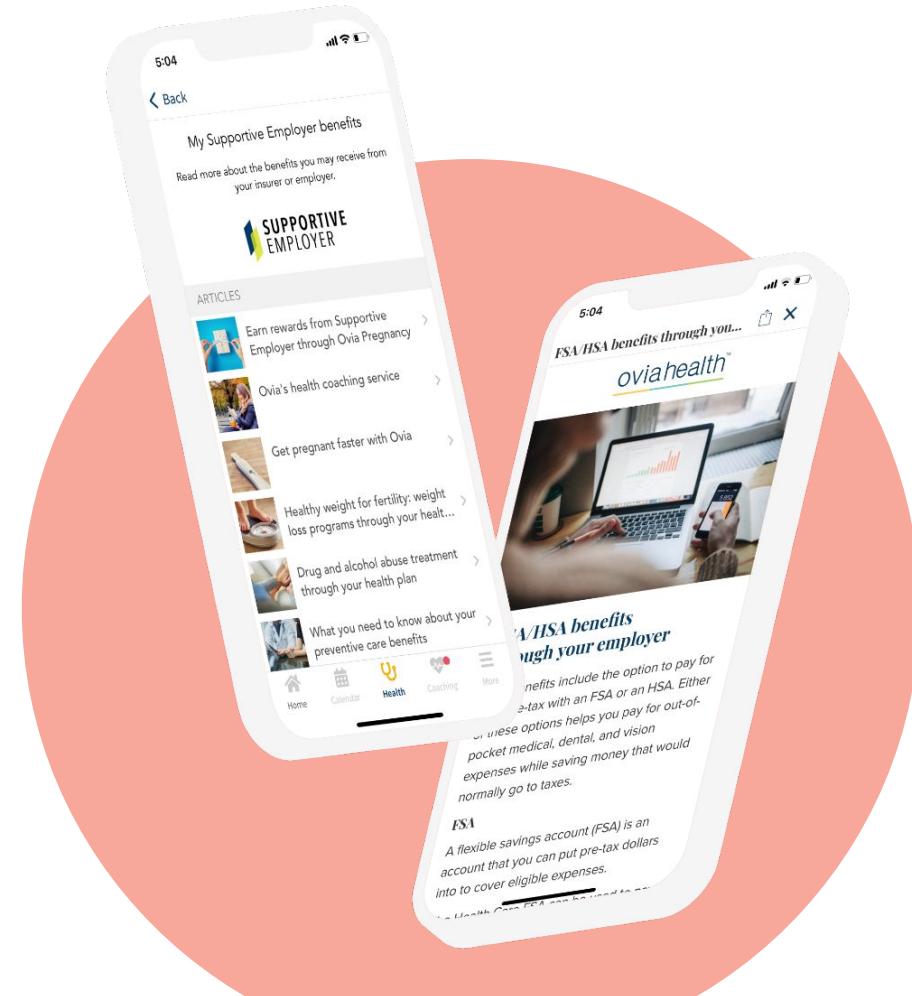


Ovia's Care Team have their own unique paths to parenthood—LGBTQ+, single parents by choice, surrogates, and more.

easy integration within your family benefits ecosystem

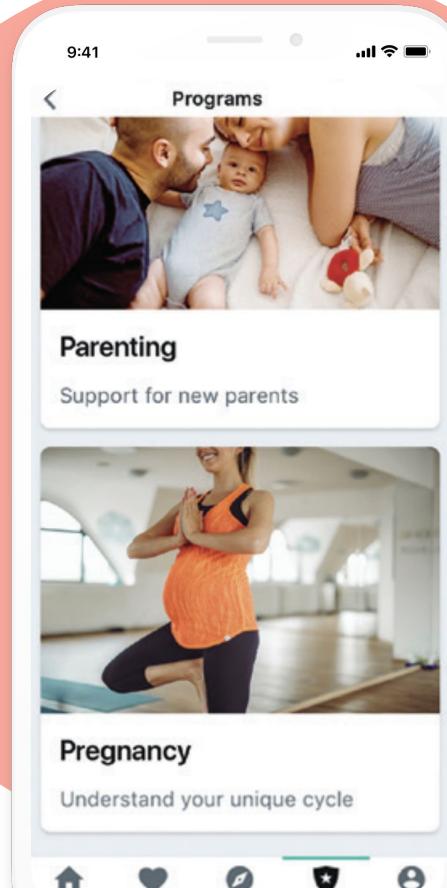
Access to all of your family benefits at your fingertips, delivered on your timeline or in the benefits library, all in one place:

- Mental health resources
- Breast pump coverage
- Adding a newborn to your health plan
- Contraceptive coverage
- and more!



connecting to Ovia through your CareFirst WellBeing account

- Log in to your account or create a new one at carefirst.com/wellbeing
- Under **Achieve**, choose **Programs** to view your women's health programs
- Select Ovia, Pregnancy and/or Parenting. Follow the prompts to get started
- Download the **Ovia, Ovia Pregnancy or Ovia Parenting app** and explore





Ovia Health's next member workshop:
let's talk about it: understanding PPD

- Discussing what is perinatal mood & anxiety disorders when it relates to PPD
- Understanding who experiences these symptoms & what to look for during this time
- What you can do if you are experiencing PPD symptoms, or how to help someone you know who is



May 24th at 12 PM ET
Register now!



upcoming workshops



July 25th

Putting Yourself First: Your Journey through Menopause

Promote & join Ovia's workshop about the transition to menopause with tips & tricks to feel prepared.

[Register for Workshop | Workshop Promotional Package](#)



November 7th

Birth Control 101: Everything You Need to Know

Promote & join Ovia's workshop to learn more about all things birth control and what method is best for you.

[Register for Workshop | Workshop Promotional Package](#)



thank you

www.oviahealth.com