



Crain's Health Pulse
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Women's health company Maven raises \$45M to boost hiring, new products

Plus:

- Long-term-care advisory group starts Medicaid redesign work
- East Harlem center will provide alternative to ER for mental health patients
- Westchester ushers in first-of-its-kind retirement community

Maven, a Tribeca-based women's and family health company, said it has raised \$45 million to help it create new products and nearly double the size of its team.

Maven offers reproductive health benefits to employers, individuals and health plans. Those benefits include virtual care, referrals to fertility specialists, breast-milk shipping and educational content. Users get access to care guides and advocates who can help with fertility questions, pediatric issues and more.

Its backers included a mix of VC firms and celebrities. Icon Ventures of Palo Alto, Calif., led the financing, with support from existing investors Sequoia, Oak HC/FT, Spring Mountain Capital, Female Founders Fund and Harmony Partners. Actresses Mindy Kaling, Natalie Portman and Reese Witherspoon invested, as did 23andMe CEO Anne Wojcicki.

Tom Mawhinney, a partner at Icon Ventures, has joined Maven's board. He was part of Teladoc's board when the company filed its IPO.

"Maven is changing how global employers support working families by focusing on improving maternal outcomes, reducing medical costs, retaining more women in the workplace and, ultimately, supporting every pathway to parenthood," Mawhinney said in a statement.

Maven, founded in 2014, has raised \$88 million from investors. It employs 110 people, mostly in its New York office. It plans to grow to about 200 employees by the end of the year, with an emphasis on hiring engineers and clinical researchers, said Kate Ryder, Maven's founder and CEO.

The company recently released Maven Wallet, which helps users track health expenses and get reimbursed for care.

Maven expanded its telemedicine product line to pediatrics to help parents as they return to work and need help with care after hours, Ryder said.

"The first 1,000 days of life are really where health outcomes are made oftentimes," she said. "When you don't have a system that truly supports that for women's and children's health, you're setting up the rest of the system for failure."

BuzzFeed, Snap and United Talent Agency are among the employer clients Maven has disclosed.

New York [has been a hotbed](#) for women's health technology companies. Fertility benefits provider Progyny recently went public on Nasdaq. Kindbody, which offers reproductive health care in addition to fertility benefits, has raised \$31 million from investors.

Ryder said she appreciates how far the sector has come in the six years since she started Maven.

"We hope that this interest in women's and family health is not a niche or fringe," she said. "That's where you invest to build an entirely better system." —Jonathan LaMantia

Long-term-care advisory group starts Medicaid redesign work

Last week's inaugural meeting of the state's Medicaid redesign team made clear that a separate long-term-care advisory group [would be convened](#) to address growing spending in that area.

Now, nine members have been tapped for the group. Members also on the redesign team are Pat Wang, president and CEO of Healthfirst; Emma DeVito, president and CEO of Village Care; and T.K. Small, director of policy at Concepts of Independence.

Additions specific to the advisory group are Dr. Hany Abdelaal, president of VNSNY Choice; Gedalia Klein, chief operating officer of Northern Services Group; Scott LaRue, president and CEO of ArchCare; Gregory Turchan, president and COO of Premier Home Health Care Services; Sandi Vito, executive director of 1199SEIU Training and Employment Funds; and Bryan O'Malley, executive director of the Consumer Directed Personal Assistance Association of New York State.

The Consumer Directed Personal Assistance Program has [seen sizable increases in enrollment and spending](#). However, enrollees, caretakers and advocates have stressed the importance of the program, which allows tens of thousands of elderly and disabled New Yorkers to hire caregivers of their choice and remain in their home.

"We want to be a part of any solutions," O'Malley said. "We have ideas, and we're glad to be able to offer them."

Michael Dowling, president and CEO of Northwell Health and co-chair of the redesign team, said last week that the advisory group would provide specific recommendations on long-term care to the team at its next meeting, which will be held in the city next month. —Jennifer Henderson

East Harlem center will provide alternative to ER for mental health patients

The city is planning to open its first support and connection center in East Harlem next week to give police officers a place to bring patients who appear to need mental health or substance-use services.

The city Health Department offered a tour of the facility to the media and politicians on Wednesday and shared how it will provide access to counseling and medically-supervised withdrawal services before connecting people to longer-term social services.

The center, operated by the nonprofit Project Renewal, is located on the second and third floors of an unmarked building on East 116th Street between a Chase bank and an optical store. The second floor has an intake center, a screening room, a medical exam room and an area to stabilize intoxicated individuals. The third floor includes a community room and dorm rooms for sleeping.

"The NYPD has long wanted to have other options to help New Yorkers who they suspect have behavioral health needs—some other way to get people connected to care than a trip to a hospital emergency department that may be unnecessary or a traditional law-enforcement response that isn't really appropriate," said Susan Herman, director of the Office of ThriveNYC.

A second center, operated by Samaritan Daytop Village, is slated to open in the Bronx in the next few months. Each center can accommodate up to 25 people at a time, and the two locations will serve a combined 2,400 people a year. The city estimates the program will cost \$10 million annually for the next 10 years, with the state covering 20% of that cost.

People can stay at the facility for up to 10 days, though most will be discharged in five days or fewer. Only individuals brought to the center by police can be admitted, but once a person is admitted, he or she can return voluntarily.

Asked about crisis services for people who aren't picked up by police, Health Commissioner Dr. Oxiris Barbot said they or their family members can call 888-NYC-WELL to be connected to treatment. —J.L.

Westchester ushers in first-of-its-kind retirement community

Westchester's first naturally occurring retirement community has launched in northeastern Yonkers.

Westchester Jewish Community Services is running the NORC in partnership with the city's Office for the Aging. It will coordinate services to help seniors age comfortably at home, maintain their quality of life and independence, and remain connected to their community, WJCS said.

The NORC is being funded through a contract with the state Office for the Aging, which will provide \$200,000 a year for five years.

Services for seniors ages 60 and older include case management, health screenings and home visits, WJCS said, and assistance with transportation to medical appointments and shopping as needed.

The NORC is neighborhood-focused. Unlike more traditional NORCs, this kind includes single-family homes and apartment buildings less than 6 stories, rather than high-rise apartment buildings and housing complexes.

"This is a different model, but it's more appropriate for the Westchester community," said Seth Diamond, CEO of WJCS. "It has a lot of viability in Yonkers but also throughout the county and state."

About 4,000 residents live within the boundaries of the NORC, Diamond said.

"Part of doing this and being the first one is to learn from the people we're serving and be able to adapt the services to meet their needs," he said.

Crain's will examine how to care for New York's aging population, and how to pay for that care, at its health summit in May. —J.H.

AT A GLANCE

MEETING CANCELED: The Greater New York Hospital Association has canceled its annual meeting and reception, which had been scheduled for May 12. Kenneth Raske, president of the association, wrote in a letter to members that the decision is "in recognition of the financial strain that many hospitals and health systems are experiencing, coupled with the threat of major Medicaid cuts in Albany." The resources that the association would have devoted to the meeting will be redirected to member advocacy, Raske said.

CHARITY CARE: Top-earning nonprofit hospitals provided less charity care per patient than a group of nonprofit hospitals that ranked in the third quartile of earners, [Modern Healthcare reported](#).

CLINICAL TRIALS: The new coronavirus has "triggered a burst of research activity," [Stat reported](#). The outbreak has prompted more than 120 clinical trials aimed at finding treatments, with about a dozen targeting HIV medications for that purpose.