



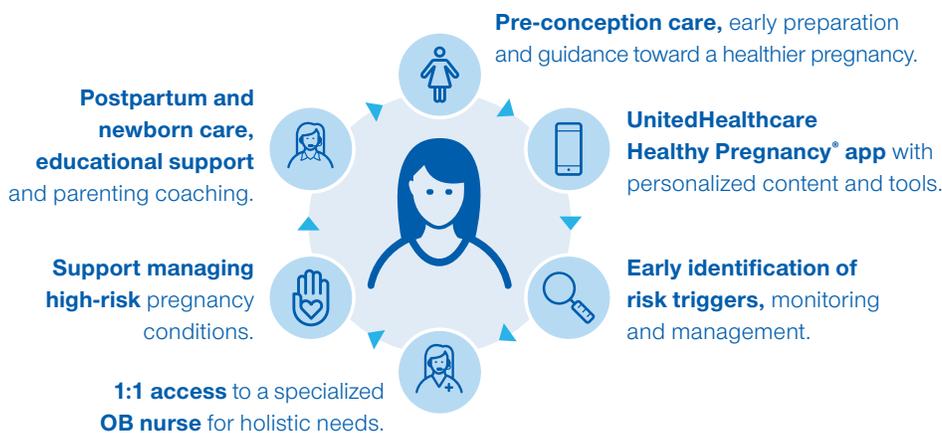
# Help keep mothers and babies healthier from preconception to postpartum.

Certain pregnancy-related complications and outcomes can result in high costs. To help ensure the best experience possible for your employees and their families, the Maternity Support Program offers comprehensive maternity services before, during and after pregnancy.

## Personalized maternity care designed around your employees and their families.

The Maternity Support Program helps families from the time they consider starting or expanding their family through the first few weeks of the new baby's life.

The program allows all employees to have one-on-one access to an experienced maternity nurse, medical director and social worker throughout their pregnancy, regardless of risk level.



### Each year in the United States:<sup>1</sup>

Almost **11%** of babies covered by employer health plans are born prematurely.

### Average medical costs during baby's first year:<sup>1</sup>

Healthy baby	Preterm baby
<b>\$4,389</b>	<b>\$54,149</b>



Medical cost is **12x** higher

### >2:1 ROI

(if enrolled in the first trimester and completed the program).<sup>2</sup>

**75%** enrollment of members identified in the first trimester.<sup>2</sup>

**28%** lower (\$9,000) neonatal intensive care unit (NICU) spend (compared to non-enrolled members if enrolled in the first trimester).<sup>2</sup>

## Comprehensive education, support and case management.

Employees enrolled in the Maternity Support Program can receive:



**Customized maternity education materials**—Upon enrollment, employees receive important educational materials covering a wide range of topics. In addition, employees receive March of Dimes educational materials and a complimentary choice of a pregnancy or newborn care book.



**Dedicated maternity nurses**—Each employee is supported before, during and after pregnancy by an experienced maternity nurse, regardless of risk level. Nurses provide assistance, guidance, answers and education via phone consultation.

These consultations focus on wellness and health risk screenings at different points throughout the pregnancy. Topics may include breastfeeding/lactation support, preparing to return to work, family planning and more. Ideally, consultations begin with preconception planning and continue after birth to screen for postpartum depression and provide information about newborn care.



**Support of special care needs**—Nurses experienced in high-risk pregnancies and preterm births help provide specialized support services throughout the pregnancy.

## The Maternity Support Program helps your employees *and* your organization.



### For employees:

- Personalized support during preconception, pregnancy and postpartum.
- Chronic condition and high-risk pregnancy management.
- Six weeks of postpartum and return-to-work support.
- Integration with UnitedHealthcare's maternity management programs and resources to provide a continuum of care.



### Goals for employers:

- Direct potential cost savings through reduced pregnancy-related medical costs and days spent in the NICU.
- Indirect potential cost savings through reduced absenteeism, increased employee satisfaction and retention.

## Help families get a healthier start.



Contact your broker or UnitedHealthcare representative.

\* Registration is required to access the UnitedHealthcare Healthy Pregnancy app.

<sup>1</sup> March of Dimes. Prematurity Campaign: The Cost to Business. <http://www.marchofdimes.org/mission/the-cost-to-business.aspx>. Accessed November 2018.

<sup>2</sup> 2018 Optum<sup>®</sup> Book of Business Analytics Maternity Program Value Study Analysis.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.

The UnitedHealthcare Healthy Pregnancy app is only available to eligible members of certain employer-sponsored plans. Application registration is required.

The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical and/or nutritional advice. Participants should consult an appropriate health care professional to determine what may be right for them. Employers are responsible for ensuring that any wellness programs they offer to their employees comply with applicable state and/or federal law, including, but not limited to, GINA, ADA and HIPAA wellness regulations, which in many circumstances contain maximum incentive threshold limits for all wellness programs combined that are generally limited to 30 percent of the cost of self-only coverage of the lowest-cost plan and prohibitions on incentives to dependent children, as well as obligations for employers to provide certain notices to their employees. Employers should discuss these issues with their own legal counsel.

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## Program feature: UnitedHealthcare Healthy Pregnancy app.\*

The Maternity Support Program now includes a comprehensive pregnancy app that provides **personalized content and tools** based on the mother's due date, helps identify employees at high risk and helps facilitate support and care during pregnancy.

### The simple, easy-to-use app helps employees:

- Take multiple health assessments to determine risks.
- Connect in real time with a nurse 24/7.
- Share real-time data with nurses to support high-risk care.
- Receive easier access to health plan resources and information.
- Stay informed about doctors' appointments.
- Receive content and important pregnancy-related information that can help guide dialogue with care team.
- Check pregnancy-related symptoms.
- Track weight and milestones throughout pregnancy.
- Read informative articles on pregnancy and postpartum topics.

