

# ***A healthy start for mom and baby.***

**Maternity Care Program**



**univera**  
HEALTHCARE



***We support families  
as they grow.***



You and your employees can feel confident knowing that as life changes, you can rely on us to be there. Your employees need a comprehensive approach to wellbeing – especially mothers to be. One that brings people, programs, and tools together to protect their physical, emotional, and financial health.

Our integrated care approach to maternal health supports expectant parents holistically throughout their health journey. Employers and employees enjoy better outcomes, lower costs, and peace of mind in knowing they're never on that journey alone.

***Every year, 50,000 women in the United States experience severe pregnancy-related complications.<sup>1</sup>***

Factor in the average cost of delivery currently topping \$16,000 – plus the business impacts a bundle of joy can bring – and it's easy to see why pregnancy can generate as much anxiety as excitement.

To help put employees and their employers at ease, we developed our specialized Maternity Care Program. It combines our care management expertise with technology to help control costs and provide expecting families with the right level of support, when and where they need it.

## **Key components of our integrated care approach to Maternity Care:**

- 1 Univera Healthy Baby Connection Maternity Care Management Team**
- 2 Univera Healthy Baby Connection Program\***
- 3 Wellframe® App**
- 4 ProgenyHealth NICU Infant Program\***

\*Additional group costs may apply, depending on your funding arrangement.

***Nearly 25%***  
of all U.S. women do not receive the recommended number of prenatal visits.

***30-40% or more***  
of Black/African American, Hispanic, American Indian or Alaska Native women do not get the prenatal care they need.<sup>2</sup>





**Univera Healthy Baby Connection Maternity Care Management Team**

## ***Our skilled team is here to help keep mom and baby healthy***



Our on-staff Maternity Care Management Team consists of experts in virtually every area of prenatal and postpartum care, all led by a Registered Nurse Care Manager. So your employees and their families receive the right level of support at the right time.

### **Registered Nurse Care Manager**

Provides coordinated maternity education, support, and coaching to give expecting mothers peace of mind while empowering them to make the best decisions for their baby and themselves.

### **Behavioral Health Care Manager**

Coordinates closely with our team and the member to identify signs of depression and ensure mental and emotional needs are being met.

### **Licensed Social Worker**

Addresses social and economic barriers that may hinder a healthy pregnancy and the ability to care for a child.

### **Registered Dietician**

Educates members on the role nutrition plays in both mom and baby's health during pregnancy and in the months after birth.

### **Pharmacist**

Ensures safe, effective, and appropriate drug therapy while helping to reduce costs.

## *Helping moms-to-be with the guidance and personal support they deserve .*

Raising a healthy baby begins long before childbirth. The Univera Healthy Baby Connection program focuses on early intervention, prenatal education and personalized support during and after pregnancy. Every expecting mother who chooses to participate is paired with a dedicated Registered Nurse Care Manager to work with through their journey.

### Here's how it works:



#### Initial assessment

We analyze the participating member's health data to determine their risk level. Higher-risk moms will be contacted more frequently.



#### Our Care Management Team reaches out

Experienced in maternity, labor and delivery and postpartum nursing, our team works closely with the expecting mom's obstetrician and other doctors.



#### Trimester check-ins

Milestones are marked with in-depth educational materials highlighting baby's progress and what to expect during each stage of pregnancy.



#### Postpartum support

The new mom receives depression screenings, postpartum education, and stays in touch with her nurse for up to 12 weeks after her baby is born.

### Enhanced Univera Healthy Baby Connection

This version of the program is offered to pregnant women with a history of, or active substance use. The goal is to increase support, promote abstinence and avoid relapse during pregnancy.

### Peace of mind for employers, too.

As part of the Univera Healthy Baby Connection program, eligible groups receive detailed reporting on engagement, program completion, and annual cost savings.

# Caring support from anywhere at anytime.

All Univera Healthcare members can use the Wellframe® app. For those in the Maternity Care Program, it provides easy access to self-management tools, educational resources, and one-on-one personal support.

## Text a Care Manager

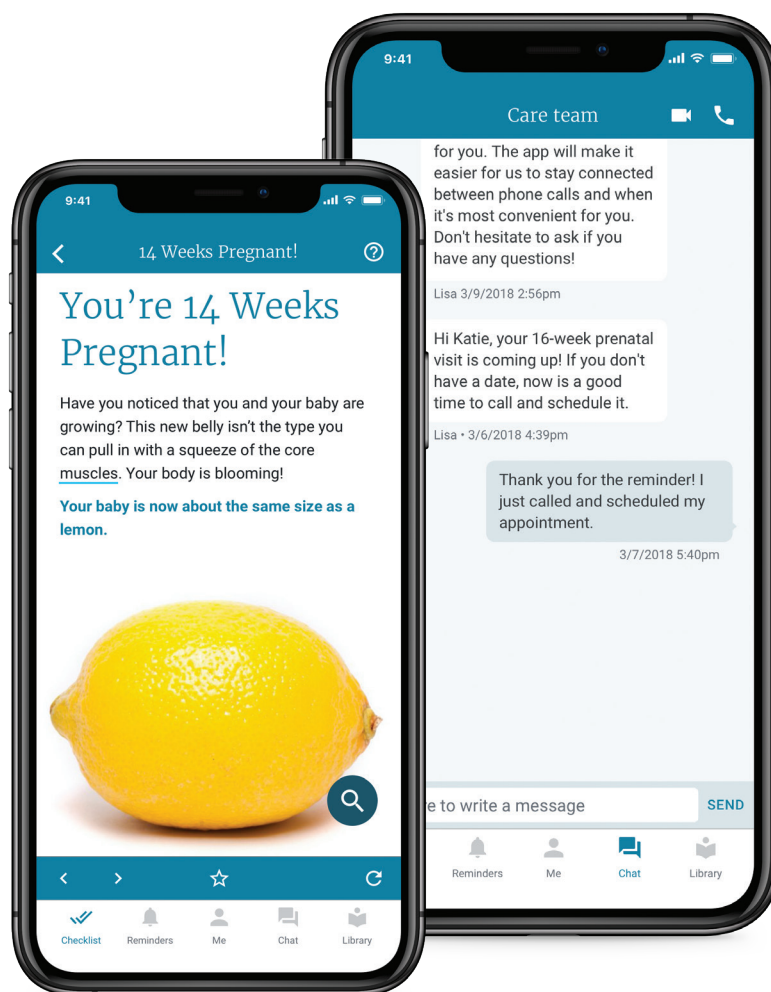
Employees can chat privately, securely, and directly with Care Managers. They can ask questions, create personalized health plans, or choose to connect with a phone call.

## Create daily checklists

Care Managers help expecting mothers create daily to-do lists – including medication reminders, doctor appointments, physical activity, educational content, and more.

## Work with our full team of experts

Through their Care Manager, employees are supported by dietitians, nurses, pharmacists, social workers, and behavioral health specialists for a truly holistic approach to maternity care.



## Prioritize everyone's emotional health with Wellframe®

Pregnancy can be an emotional time for everyone - and anyone can use the Wellframe® app. Moms and dads have access to behavioral health programs addressing everything from maternity issues and general wellness to anxiety and depression.



## *Shortening the journey bringing baby home, happy and healthy*



A stay in the Neonatal Intensive Care Unit (NICU) is becoming all too common, with preterm births nearing 10% of all newborn deliveries.<sup>3</sup> Our partnership with ProgenyHealth ensures our newest members receive the best care possible while helping contain the costs associated with their stay.

### **Provider collaboration**

Our utilization management team works alongside NICU hospital staff to ensure every infant receives the best, most appropriate care for their unique situation.

### **Parental engagement**

Our team of NICU nurses and social workers connects with your employees and their families, remaining accessible 24/7 throughout the first year of baby's life.

### **Baby Trax® app**

Makes NICU care personal and precise by allowing parents to easily track health changes, record benchmarks, and contact health experts during what can be a hectic time.

**17%**  
reduction  
in NICU  
stay length<sup>4</sup>

**15%**  
reduction in  
medical costs  
for NICU infants<sup>5</sup>

**50%**  
reduction  
in NICU  
readmission  
rates<sup>4</sup>

# Supporting your employees and their families at every step along the way



- J** Newly pregnant, Jackie had a history of preeclampsia and previous complicated pregnancies, as well as a blood disorder. She was also using tobacco.
- P** Pam, a Registered Nurse Care Manager, identified Jackie's pregnancy as high-risk. She called Jackie and also connected with her through the Wellframe® app.
- J** Jackie was able to ask Pam questions, browse prenatal educational materials, and access our Smoking Cessation program all through the Wellframe® app.
- P** Pam stayed in close contact with Jackie, bonding and providing emotional support while helping her stick with her medications day to day.

**Following the birth of her healthy baby, Jackie received postpartum checkups and screenings for depression. She stayed in touch with Pam as she transitioned back to work, even sharing some adorable baby pictures.**

**To refer a current member to the Maternity Care Management Team, call 1-877-222-1240.**



<sup>1</sup> Centers for Disease Control and Prevention

<sup>2</sup> U.S. Department of Health and Human Services, National Library of Medicine

<sup>3</sup> Preterm Birth (2019, July 23) Retrieved from [www.cdc.gov/reproductivehealth/maternalinfanthealth/pretermbirth.htm](https://www.cdc.gov/reproductivehealth/maternalinfanthealth/pretermbirth.htm)

<sup>4</sup> Data provided by ProgenyHealth

<sup>5</sup> In third year after launch of program, health plan data.

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