

Maternity Support Program



When the time comes to start a family, every woman wishes for a healthy pregnancy and a healthy baby. But in the U.S., the number of high-risk pregnancies is increasing, and so too is the number of babies admitted to a neonatal intensive care unit (NICU) after birth.

High-risk pregnancies can lead to poor outcomes for mothers and babies, and substantially increase health care costs. Connecting expectant mothers with a proven program that focuses specifically on their health during pregnancy is the most impactful way to address these challenges.

Improving pregnancy outcomes with outreach

The Optum[®] Maternity Support Program provides outreach strategies and promotions to engage moms-to-be. With a focus on improving pregnancy outcomes, our program:

- Identifies expectant mothers to drive engagement
- Conducts risk assessments to identify and manage women at risk for preterm birth and other complications
- Provides personalized care and case management by experienced nurse case managers
- Offers a 24/7 BabyLine[®] and portal to support members with questions about their pregnancy or newborn baby

12x

The increase in direct health care costs to employers for a premature baby compared to a healthy, full-term delivery — **\$54,149 versus \$4,389 on average¹**

Preterm delivery rate²

8.1%

Optum commercial BOB 2016

versus

10.1%

National commercial 2015

Managing high-risk pregnancies

Within our Maternity Support Program, our OB Risk Assessment and Education Program provides for the outreach, identification and case management of high-risk pregnant members. It reduces costly medical events and lowers the risk of NICU admissions and prolonged lengths of stay through four areas of focus:

- Identification and enrollment — pregnancy notification, self-referral, claims-based identification, outreach and incentive administration
- Initial risk assessment — stratifies participants, provides targeted education and refers clinically appropriate participants to case management for additional support and resources
- Mid-pregnancy risk assessment — completed at 28 weeks' gestation to identify complications for case management referral
- Outcome assessment and reporting — collects information following delivery, including labor and delivery, infant and maternal complications postpartum care

By tracking each pregnancy through delivery, we capture outcome information that helps us analyze trends and look for opportunities of improvement.

Collaborative case management

Once identified, high-risk pregnancies are connected to our OB Case Management. The OB case manager establishes a collaborative relationship that empowers the member and helps meet her needs through several avenues.

Support that delivers value

Providing comprehensive maternity support results in significant value for both your organization and your members. The Optum Maternity Support Program:

- Provides comprehensive care and support to promote quality, cost-effective outcomes
- Reduces costly medical events
- Gives parents 24/7 access to RNs and more for up to six weeks after delivery

Why Optum for maternity support?

With 30 years of experience in women's health, our Maternity Support Program is part of our Women's Health Services — a flexible continuum of care that improves outcomes and reduces costs for families.



Sources:

1. March of Dimes. 2016 Premature Birth Report Cards. <http://www.marchofdimes.org/mission/prematurity-reportcard.aspx>. Accessed January 2017.
2. National Comparison Data was obtained specifically for Commercial and Medicaid payers from an analysis conducted by the National Perinatal Information Center.
3. Optum internal analytics, Women's Health Book of Business Results, 2016.



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Collaborating to meet the member's needs

- Assessment
- Care planning focused on goal achievement
- Facilitation of self-management skills
- Connection to community, public and health plan resources
- Care coordination
- Advocacy

2:1 ROI³