

Health support before, during and after pregnancy

Premature birth affects over 10% of babies.¹ Preterm infants require more hospital stays, outpatient visits and prescriptions, resulting in higher medical costs for both members and employers. In order for members to feel truly supported, a comprehensive care approach is needed.



Maternity Support Program features include:

- Education materials
- Dedicated maternity nurses
- Support for special care needs

Healthy mom, healthy baby, happy family

The Optum® Maternity Support Program provides education, support and guidance before, during and after pregnancy. By addressing members' unique needs in real-time, we can help reduce costs related to pregnancy complications and medically unnecessary interventions.

Pre-conception care

Early preparation and guidance toward a healthier pregnancy

1:1 access to a maternity nurse

Education, guidance and answers

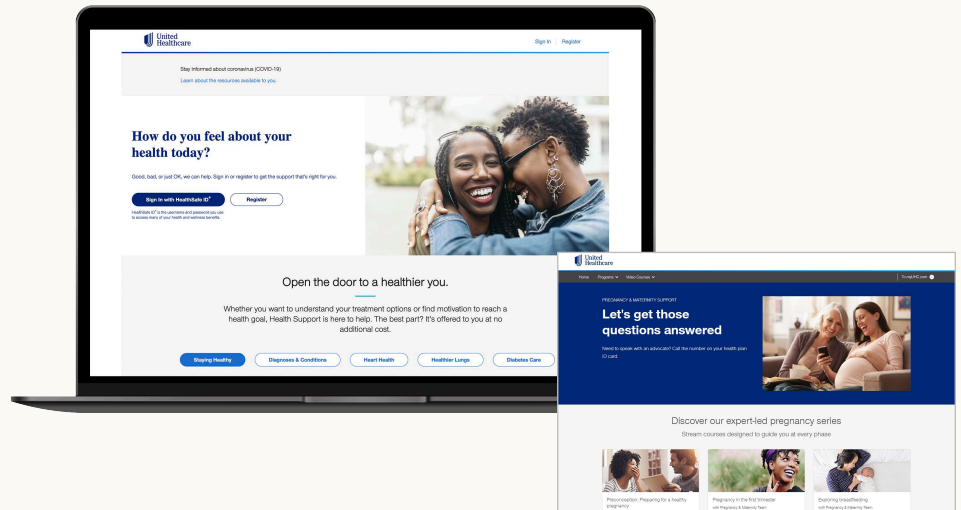
Early enrollment improves outcomes for everyone²

- >37% engagement
- Unique telephonic members
- >3:1 ROI
- 38% lower NICU spend
- 31% reduction in length of NICU stay



24/7 digital learning

The Lobby, our digital resource center, gives members access to seven easy-to-use courses for help finding answers to questions about maternity.



Driving meaningful impact

Member benefits

- Clinical support from nurses and specialists through either secure message and/or telephonically.
- Chronic condition and high-risk pregnancy management
- Six weeks of postpartum and return-to-work support

Employer benefits

- Reduced absenteeism and increased productivity
- Reduced maternity- and NICU-related costs
- Increased employee satisfaction

Contact your Optum sales representative to find out how the Maternity Support Program can support your members.

1. Centers for Disease Control and Prevention. National Vital Statistics Reports. [cdc.gov/nchs/data/vsrr/vsrr-8-508.pdf](https://www.cdc.gov/nchs/data/vsrr/vsrr-8-508.pdf). May 2020. Accessed August 29, 2022.
2. 2021 Optum book of business maternity program value study analysis. Results based on enrollment in first trimester and program completion.



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