

Maternity Support Program



Did you know...

- Preterm birth, defined as birth before the fetus is at 37 weeks' gestation, is a major public health priority for the United States and a major research priority for the National Institute of Child Health and Human Development (NICHD). The preterm birth rate has increased by 36 percent since the 1980s, and despite the decline in the 2007 preterm birth rate, the number of babies born too soon continues to top more than 540,000 each year.

Preterm birth is a serious health problem that costs the United States more than \$26 billion annually.¹

- Preterm infants are at high risk for a variety of disorders, including mental retardation, cerebral palsy, and vision impairment. These infants are also at high risk for long term health issues, including cardiovascular disease (heart attack, stroke, and high blood pressure) and diabetes.²

Personalized support before, during and after pregnancy

A healthy pregnancy helps ensure a healthy mom and baby. The Maternity Support Program helps expectant families from the time they start their family, through the first few months of the new baby's life. Our experienced, specialized maternity nurses provide education, support and special care based on the family's unique needs.

Benefits

- Helps reduce short-term and long-term medical risk and cost through early detection of risk factors
- Provides members with educational materials to help inform and actively engage them in their health
- Provides specialized support for members with unique health needs and high-risk pregnancies to help minimize complications
- Helps create a culture of health by providing informative materials to keep health top-of-mind
- Research shows that employees who take advantage of preventive services have lower absenteeism, higher productivity, and a stronger commitment to their employer³

Features

- **Dedicated maternity nurses** – Each member is supported before, during and after pregnancy by an experienced maternity nurse that provides assistance, guidance, answers and education via telephone.
- **Pregnancy consultations** – We offer multiple phone consultations that focus on wellness and screen for health risks. The number of consultations a member receives depends upon when they enroll in the program and their unique situation. The consultations are designed to provide the member with a comprehensive end-to-end maternity experience. Ideally, the consultations begin with preconception planning and continue all the way through to after the birth to screen for postpartum depression and offer information on newborn care.



Early identification

Recent evidence suggests that early identification of at-risk pregnancies with timely referral for subspecialized obstetrical care may help identify women at risk for preterm labor and delivery and decrease the extreme prematurity (less than 32 weeks) rate, thereby reducing the morbidity, mortality, and expense associated with prematurity.⁴

- **Support for individual health care needs** – Should a member need assistance, we can provide specialized support services created specifically for high-risk pregnancies. Our nurses are experienced in high-risk pregnancies and premature births and provide support throughout the pregnancy.
- **Customized maternity education materials** – When members enroll, they receive important education materials covering a wide range of topics based on their unique needs. Topics include: eating healthy, prenatal care, exercise, information on how your baby grows, premature labor and more.

Contact us today

Contact your UnitedHealthcare strategic account executive to learn more about the Maternity Support Program or any of our comprehensive line of Women's Health Services programs.



Sources:

¹ http://www.marchofdimes.com/aboutus/49267_55313.asp Institute of Medicine 10/09

² More Babies Born Prematurely, New Report Shows, The March of Dimes Website, Accessed May 22, 2008. <http://www.marchofdimes.com/peristats/whatsnew.aspx?id=20&dv=wn>

³ Finch RA. Preventive services: improving the bottom line for employers. Compensation and Benefits Review 2005 [cited 2006 Oct 1]; 18-22. Available from <http://www.cbr.sagepub.com/cgi/reprint/37/2/18.pdf>

⁴ Preterm Labor, medLine website, Accessed May 22, 2008, <http://www.emedicine.com/med/topic3245.htm>.

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The Maternity Support Program cannot diagnose problems or recommend specific treatment. The information provided is not a substitute for your doctor's care.