Help employees and their families improve pregnancy outcomes and lower costs.

Expenses for childbirth and newborn care make up a large part of what employers pay in health insurance costs. Babies born preterm, in particular, can cost more. To help reduce this risk and the associated costs, it’s important that the mother gets excellent maternity care.

As a part of your benefit plan, UnitedHealthcare’s Healthy Pregnancy Program provides screenings and resources to expectant mothers to help identify and manage high-risk pregnancies and potential neonatal intensive care unit (NICU) babies before delivery.

Identification of high-risk pregnancies can lead to healthier mothers and babies.

The program helps increase gestational ages and birth rates of babies by offering employees one-on-one support from specialized obstetric nurses who can help educate and inform them about their care and treatment options. Employees also have access to many tools and resources, so they can be well-prepared for the baby’s arrival.

**Pregnancy guidance:** Support to help achieve a healthy pregnancy.

**Risk management:** Early identification of high-risk triggers with monitoring and management.

**Specialized obstetrics nurse access for high-risk pregnancies:** One-to-one education, support and special care.

**Postpartum care:** Six weeks of educational support and parenting coaching after birth.

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Each year in the United States:¹

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

**Average medical costs during baby’s first year:**¹

- **Healthy baby:** $4,389
- **Preterm baby:** $54,149

Medical cost is 12x higher
Help support healthier pregnancies.

The program provides simple, cost-efficient care and essential screenings for those already pregnant through six weeks postpartum. Upon enrollment, employees take a health assessment to help identify any risks or special needs. Employees also receive:

**Pregnancy educational materials** — Employees receive important educational materials covering a wide range of topics based on their needs. Topics include nutrition, exercise, warning signs, things to avoid, fetal development, preparing for childbirth, breastfeeding, infant care and more.

**24-hour, toll-free support** — Employees also have 24-hour, toll-free telephone access to experienced nurses who can answer questions or help employees learn and practice healthy pregnancy habits to protect their baby’s well-being.

**Dedicated maternity nurses** — Experienced obstetrics nurses will help determine what, if any, risks or complications could arise during pregnancy and will provide one-on-one support for high-risk cases.

**Post-delivery support** — After birth, there are outcome assessments for delivery, mother’s well-being and postpartum depression.

The Healthy Pregnancy Program helps your employees and your organization.

**Employees:**
- Early identification of high-risk triggers.
- Personalized support that helps minimize complications.
- Six weeks postpartum educational support.
- Integration with UnitedHealthcare’s NICU programs and resources to provide a continuum of care.

**Employers:**
- Direct potential cost savings through reduced medical costs and NICU days.
- Indirect potential cost savings through reduced absenteeism, increased employee satisfaction and retention.

Help families get a healthier start.

**Program feature:** UnitedHealthcare Healthy Pregnancy app. ²

The Healthy Pregnancy Program now includes a comprehensive pregnancy app that delivers personalized content to help determine risks and 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 easy access to health plan resources and information.
- Stay informed about doctors’ appointments.
- Receive customized messages and reminders that can help guide dialogue with care teams.
- Check pregnancy-related symptoms.
- Track weight and milestones throughout pregnancy.
- Read informative articles on pregnancy and postpartum topics.

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² Registration is required to access the Unitedhealthcare Healthy Pregnancy app.

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, as well as obligations for employers to provide certain notices to their employees. Employers should discuss these issues with their own legal counsel.

The Healthy Pregnancy Program follows national practice standards from the Institute for Clinical Systems Improvement. The Healthy Pregnancy Program cannot diagnose problems or recommend specific treatment. The information provided is not a substitute for your doctor’s care.