



Meritain Health® Maternity Management

Why is Maternal Care Important?



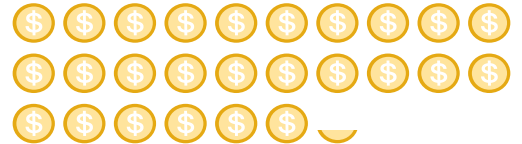
An Aetna Company



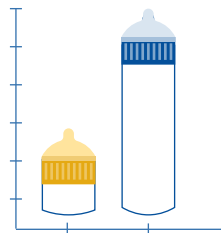
1 in 10
babies born prematurely
in the U.S. each year¹



Pre-term births cost
at least **\$26.2 billion**
annually²...



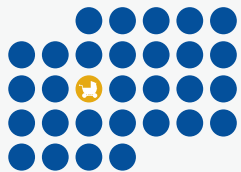
...and is the **#2 cause of death**
in newborns³



Inpatient and outpatient first-year
medical costs are about **4 times**
greater for preterm births⁴

A premature baby
spends an average of
15 days in a specialty
care nursery⁵...

...costing an average
of **\$55,393**



¹Centers for Disease Control and Prevention. (2021, Nov 1). Preterm birth.
²March of Dimes. (Oct 2015). The Impact of Premature Birth on Society.
³Centers for Disease Control and Prevention. (June 2022). Infant mortality.

⁴March of Dimes. (2021, Jan 24). Medical Cost of Preterm Birth.
⁵March of Dimes. (2014, Feb 7). Premature Babies Cost Employers \$12.7 Billion Annually.



Preventing deaths and complications from pre-term births and low birth weight starts with a healthy pregnancy

2020 Maternity Management Program Rates:

	Meritain Health Maternity Management	National
Low birth weight	5.0%	8.24% ¹
Premature birth	7.5%	10.0% ²

¹Centers for Disease Control and Prevention. (2022, May 16). FastStats - Birthweight.

²Centers for Disease Control and Prevention. (2021, November 1). Preterm birth.

The Meritain Health Maternity Management Program includes interventions to help prevent premature birth and low birth weight, including information and education on the following:

- Healthy diet and nutrition.
- Importance of tobacco and substance cessation.
- Medications and pregnancy.
- Pregnancy-induced hypertension: preeclampsia or toxemia.
- Gestational diabetes testing and information.
- Important tests and screenings at each stage of the pregnancy, including importance of immunizations.
- Kick counts chart.
- Fetal position.
- Preterm labor screening, symptoms, and treatment.
- Premature rupture of water.
- Delivery plans and hospital checklist.
- Signs of labor.
- Overdue testing and what to expect.
- Post-partum depression.
- Information for after baby arrives.

How can you ensure these programs are effective?

Communication plan

We can help clients build a comprehensive communication plan.

Developing a communication plan is important to ensure members are aware of the program and the benefits it offers. Communications should include specifics on the importance of prenatal care and how the Maternity Management Program can help reduce risk of premature birth and other complications. It is also very important to outline any incentives offered. You may distribute materials a number of ways, including:

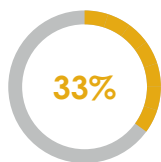
- Posting information in open enrollment packets.
- Providing program information in company newsletters.
- Posting flyers in prominent places throughout the worksite.

We have created a comprehensive member engagement toolkit to help make communications easy. Your Account Executive can provide additional information.

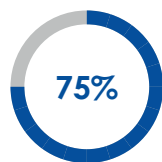
Incentives

The Maternity Management Program can only be successful if members engage in the program. Once they are aware of the program, the next step is to get them to participate. Incentives are an excellent way to increase participation.

To illustrate the importance of incentives, we have collected the following historical data:



Average program completion rate for all clients



Average program completion rate with incentive

Each company will need to determine what incentives will work best for their employees and their culture of wellness. The focus of the incentive should emphasize participation and completion rather than just enrollment in the program.



Examples of successful incentive programs offered by actual clients:

Client A: \$250 gift card upon program completion; 78.6 percent completion rate

Client B: Hospital delivery copay waived upon program completion; 86.1 percent completion rate

Incentives are not one-size-fits-all. Below are some examples of activities to consider for earning an incentive:

- Enrollment and completion of Maternity Management Program
- Completion of calls with the Maternity Management nurse coach (e.g. a call during each trimester and post-delivery)
- Completion of first prenatal appointment within the first trimester of pregnancy
- Completion of postpartum visit between three and eight weeks after baby is born
- Penalty surcharge for not enrolling in the program

Various incentives that have been used to increase engagement in maternity management programs include:

- Gift basket, including items for the baby or expectant mom.
- Gift card or cash equivalent.
- Hospital visit copay waived.
- Provider office copays waived for prenatal visits.

Incentives may work more effectively when placing a small incentive for enrollment, such as a gift basket. A more significant incentive can be used for completion of the program, such as a gift card or hospital visit copay waiver. This keeps expectant moms engaged throughout the entire program and through all stages of their pregnancy, including prenatal and post-natal care.