

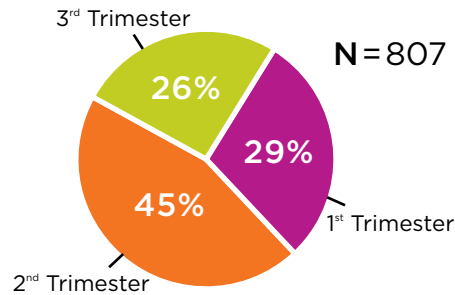
# Maternity Management

One out of eight babies is born pre-term, which can mean an expensive neonatal intensive care unit (NICU) stay. An effective maternity management program can deliver savings by reducing the incidence of pre-term births and shortening the average length of costly stays in NICU.

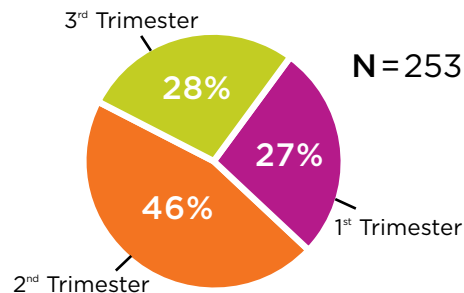
## Care. Connect. Collaborate.

**Nationwide Better Health<sup>SM</sup>** offers you FutureFootsteps<sup>®</sup>, a fully URAC-accredited telephonic maternity management program led by a clinical team of MDs, nurses and other health care professionals with an average of 20 years' experience. Unlike many other maternity management programs, we go above and beyond to enroll all moms-to-be, not just those who have been identified as high-risk pregnancies.

### Enrollment % by Trimester



### High Risk and Very High Risk Designations by Trimester



Our maternity management program enrolls all expectant mothers starting in the first trimester, not just high risk as many programs do.

Source: 2008 NBH Outcomes

### Managing What Matters

Our dedicated maternity nurse health coaches connect with your pregnant employees or their dependents to create therapeutic bonds and provide them with the tools, one-to-one coaching and information they need to prepare for a healthy, full-term delivery. Not only do our maternity nurse health coaches assess risk levels based on a variety of relevant factors — including lifestyle — they also reassess and readjust these risk levels as conditions change in order to provide a collaborative plan of care.

And our support continues. A mother and/or baby who continue to be at risk will be managed by their dedicated maternity nurse health coach as long as needed, and will be transferred to Nationwide Better Health medical management if complications arise. Should a difficult and unexpected health event occur, our 24/7 nurse advice line with URAC-accredited call center can help your employees select the right care at the right time.

### Better for you:

- > Recommends incentives for employees to encourage referrals and enrollments; employees are enrolled in our program based on our review of medical claims data, as well as physician referrals
- > Continues to provide support after the baby is born with postpartum assessment and educational materials related to newborn care
- > Provides information on early childhood development
- > Brings experts together who are experienced with high-risk pregnancies to manage effective care and minimize health care costs

### Better for your employees:

- > Offers enrollment options to self-enroll, register online or be referred by their physician or insurer
- > Enables employees to register for program during their first full trimester
- > Provides personalized, dedicated coaching that covers various topics stressing the importance of prenatal care
- > Enables employees to take control of their own health through access to a round-the-clock nurse advice line
- > Offers personal access to online educational information that can be used when and how they prefer

To learn more about how Nationwide Better Health can contribute to the financial health of your organization through maternity management or our other health and productivity solutions, including health promotion, disease, medical, disability and absence management, call **866.404.6924** or visit **[nwbetterhealth.com](http://nwbetterhealth.com)**.

