

## Healthy, informed moms make for healthy babies.

Each pregnancy is different. That's why Future Moms offers personalized support to help mothers-to-be make choices that may result in healthier pregnancies.

The program's OB-GYN nurse coaches help members learn how their choices affect their health and their baby's health. With support from a team of obstetric specialists, these nurses:

- Assess risks
- Conduct prenatal interventions based on pregnancy status, complications, health history and the doctor's plan of care
- Offer targeted support to help smokers quit
- Provide prenatal and birth kits
- Screen for depression during the pregnancy and postpartum period
- Help to answer follow-up questions after the baby is born

Also, members have access to a 24-hour, toll-free nurse line. Services for people who are hearing-impaired are available.

Results for members who took part in Future Moms:

- **Lower inpatient costs.** Inpatient claims decreased by \$138.71 per mother in the first year of the program compared to the baseline year.<sup>1</sup>
- **Fewer low-birth-weight babies.** Participants have 12.3% fewer low-birth-weight babies and 40% fewer very low-birth-weight babies compared to the national average.<sup>2</sup>
- **Lower NICU costs.** NICU admissions per 1,000 were 50% to 60% lower for members than for nonmembers.<sup>3</sup>

<sup>1</sup> Client-specific results from an internal study conducted March 1 - Dec. 1, 2006. Study size = 1,058 admits. Baseline data for Jan. 1 - Dec. 31, 2004, is taken from the National Vital Statistics Report, Volume 55, No 1, Sept. 29, 2006.

<sup>2</sup> Client-specific results from an internal study conducted March 1 - Dec. 1, 2006. Study size = 4,150 births. National average data for Jan. 1 - Dec. 31, 2004, is taken from the National Vital Statistics Report, Volume 55, No 1, Sept. 29, 2006.

<sup>3</sup> 2006-2007 data for large national client with 130,000 members.

<sup>4</sup> 2008 member satisfaction study.



### High scores from Future Moms participants:

- 93% rate the program as excellent or very good<sup>4</sup>
- 99% say they'd recommend the program to others<sup>4</sup>