

Health support before, during and after pregnancy

Premature birth affects over 10% of babies.¹ Preterm infants require more hospital stays, outpatient visits and prescriptions, resulting in higher medical costs for both members and employers. In order for members to feel truly supported, a comprehensive care approach is needed.

Healthy mom, healthy baby, happy family

The Optum® Maternity Support Program provides education, support and guidance before, during and after pregnancy. By addressing members' unique needs in real time, we can help reduce costs related to pregnancy complications and medically unnecessary interventions.

Pre-conception care

Early preparation and guidance toward a healthier pregnancy

1-on-1 access to a maternity nurse

Education, guidance and answers



Postpartum education support

Includes coaching for parents

Early identification of risk triggers

Monitoring and management



Maternity Support Program features include:

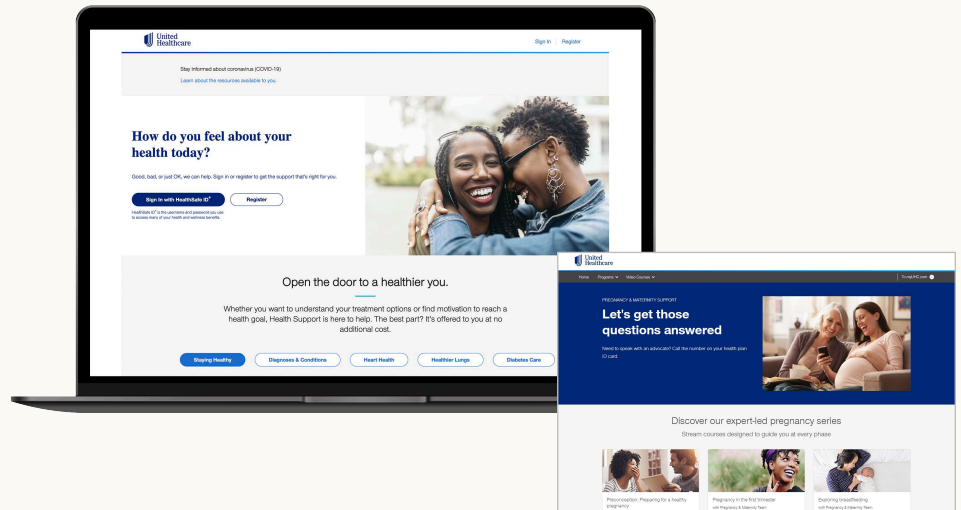
- Education materials
- Dedicated maternity nurses
- Support for special care needs

Early enrollment improves outcomes for everyone²

- >37% engagement of unique telephonic members
- >3:1 ROI
- 38% lower NICU spend
- 31% reduction in length of NICU stay

24/7 digital learning

The Lobby is our digital resource center where members have access to 7 easy-to-use courses to help answer questions related to maternity.



Driving meaningful impact

Member benefits

- Clinical support from nurses and specialists through either secure message and/or telephonically
- Chronic condition and high-risk pregnancy management
- Six weeks of postpartum and return-to-work support

Employer benefits

- Reduced absenteeism and increased productivity
- Reduced maternity- and NICU-related costs
- Increased employee satisfaction

Contact your Optum sales representative to find out how the Maternity Support Program can support your members

1. Centers for Disease Control and Prevention. National Vital Statistics Reports. [cdc.gov/nchs/data/vsrr/vsrr-8-508.pdf](https://www.cdc.gov/nchs/data/vsrr/vsrr-8-508.pdf). May 2020. Accessed August 29, 2022.
2. 2021 Optum book of business maternity program value study analysis. Results based on enrollment in first trimester and program completion.



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