Help keep mothers and babies healthier from preconception to postpartum.

Expenses for childbirth and newborn care make up a large part of what employers pay in health care costs. Babies born preterm can cost more. To help reduce this risk and the associated costs, and to help ensure the best experience possible for your employees and their families, the Maternity Support Program offers comprehensive maternity services before, during and after pregnancy.

**Personalized maternity care designed around your employees and their families.**

The Maternity Support Program builds upon UnitedHealthcare’s Healthy Pregnancy Program by helping families from the time they consider starting or expanding their family through the first few weeks of the new baby’s life.

The program allows all employees to have one-on-one access to an experienced maternity nurse, medical director and social worker throughout their pregnancy, regardless of risk level.

*Coming soon.*

**Health & Wellness**

**Maternity Support Program**

Help keep mothers and babies healthier from preconception to postpartum.**

**Each year in the United States:**

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

**Average medical costs during baby's first year:**

<table>
<thead>
<tr>
<th>Healthy baby</th>
<th>Preterm baby</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,389</td>
<td>$54,149</td>
</tr>
</tbody>
</table>

Medical cost is 12x higher

*Coming soon.*
Comprehensive education, support and case management.

Employees enrolled in the Maternity Support Program can receive:

- **Customized maternity education materials** — Upon enrollment, employees receive important educational materials covering a wide range of topics. In addition, employees receive March of Dimes educational materials and a complimentary choice of a pregnancy or newborn care book. You have an opportunity to customize the educational materials based on your organization’s medical benefit plan to help meet your employees’ needs.

- **Dedicated maternity nurses** — Each employee is supported before, during and after pregnancy by an experienced maternity nurse, regardless of risk level. Nurses provide assistance, guidance, answers and education via phone consultation.

  These consultations focus on wellness and health risk screenings at different points throughout the pregnancy. Ideally, consultations begin with preconception planning and continue after birth to screen for postpartum depression and provide information about newborn care.

- **Support of special care needs** — Nurses experienced in high-risk pregnancies and preterm births help provide specialized support services throughout the pregnancy.

The Maternity Support Program helps your employees and your organization.

**For employees:**
- Support during preconception, pregnancy and postpartum.
- Personalized support through a specialized obstetrics nurse.
- Six weeks of postpartum educational support.
- Integration with UnitedHealthcare’s maternity management programs and resources to provide a continuum of care.

**For employers:**
- Direct potential cost savings through reduced pregnancy-related medical costs and days spent in the neonatal intensive care unit (NICU).
- 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 Maternity Support Program now includes a comprehensive pregnancy app that provides **personalized content and tools** based on the mother’s due date, helps identify employees at high risk and helps 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 easier access to health plan resources and information.
- Stay informed about doctors’ appointments.
- Receive content and important pregnancy-related information that can help guide dialogue with care team.
- Check pregnancy-related symptoms.
- Track weight and milestones throughout pregnancy.
- Read informative articles on pregnancy and postpartum topics.

---

2 Registration is required to access the UnitedHealthcare Healthy Pregnancy app. Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by UnitedHealthCare Services, Inc. or their affiliates.

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 and prohibitions on incentives to dependant children, as well as obligations for employers to provide certain notices to their employees. Employers should discuss these issues with their own legal counsel.