

# PERSONAL SUPPORT FOR MOTHERS-TO-BE

## The Cigna Healthy Pregnancies, Healthy Babies® Program

Pregnancy is a life-changing, medical event. While many women have healthy, uncomplicated pregnancies, others may need specialized support to deliver healthy babies.

### Why it matters

According to the March of Dimes®, in the United States about one in 10 babies are born more than three weeks early, and babies who survive an early birth often face the risk of lifetime health challenges.<sup>1</sup> The preterm birth rate rose for the second year in a row, to 9.84% in 2016.<sup>2</sup> The low birth weight rate was also up for the second straight year to 8.16%.<sup>2</sup> Promoting good health and self-care of women throughout their pregnancies is an important part of ensuring babies are born healthy.

### How the program works

Women call to enroll or are identified through referrals from health coaches, doctors or their health assessment.

Once enrolled, each woman speaks with a maternity coach to discuss possible pregnancy risks. These might include gestational diabetes or premature labor. The coach then develops a personalized support plan and follow-up outreach schedule based on the discussion. Participants will receive prenatal education and support based on their level of risk, be it low, medium or high.

After the woman's baby is born, the same coach contacts her two more times to look for signs of postpartum depression and offer support for common newborn concerns, like breast feeding.

Women who are eligible for the Healthy Pregnancies, Healthy Babies program can receive preconception planning and infertility education if they contact the program before becoming pregnant. Coaches can also help them find network providers. The Maternity Coach guides moms to recommended tools and resources, such as reference materials and links to other resources on [myCigna.com](http://myCigna.com).

The Cigna Healthy Pregnancy<sup>SM</sup> App is another resource available to program participants.

This valuable resource allows women to easily track their pregnancy, learn about pregnancy topics, and help them stay healthy every step of the way. The app can be downloaded from Google Play<sup>TM</sup> or the App Store<sup>®</sup>.<sup>3</sup>



Customer enrolls or is identified through health assessment



Speaks with a maternity specialist to discuss possible pregnancy risks



Medium risk  
High risk

Maternity Coach develops a personalized support plan if customer is medium or high risk



Customer receives prenatal education and support



After baby is born, coach follows up with support

Together, all the way.®



Offered by Cigna Health and Life Insurance Company or its affiliates.

## The incentive program

The earlier a woman enrolls in a maternity program, the earlier she can learn about the risks of preterm labor. In 2016, 53% of eligible Cigna participants enrolled during their first trimester, with only 10% of these women experiencing preterm deliveries.<sup>4</sup>

In order to encourage more pregnant women to enroll in the Cigna Healthy Pregnancies, Healthy Babies program, employers can offer a tiered incentive, with the greatest rewards going to those who enroll during their first trimester. To motivate more expectant mothers to participate, incentive dollars aren't distributed until participants complete the program and participate in a program questionnaire. This type of **structured incentive contributed to a 88% program completion rate in 2016.**<sup>4</sup>



**Employers who offer incentives and actively promote them also help increase enrollment and completion.**

## Value

- › **Saves an average of \$2,375 in medical costs** during each participant's pregnancy. Enrollees whose doctors prescribed treatment used to prevent preterm birth (17P) for the prevention of preterm labor save an employer an average of \$42,986.<sup>4</sup>
- › **Promotes health and productivity** of women throughout their pregnancies.
- › **Identifies and engages people** across the health spectrum, helping reduce the risk of complications and costs of preterm labor and delivery. For example, 79% of Cigna Healthy Pregnancies, Healthy Babies program participants whose doctors prescribed 17P went on to have full-term deliveries.<sup>4</sup> This can be attributed to the fact that Cigna coaches informed women about 17P and the importance of adhering to their doctor's treatment plan.
- › **Offers postpartum support and resources** to prepare new mothers who are returning to work.

1. March of Dimes, "Prematurity Campaign," Web. Last reviewed October 2015. <http://www.marchofdimes.org/mission/march-of-dimes-prematurity-campaign.aspx>

2. "Births: Provisional Data for 2016." Vital Statistics Rapid Release, vol. 1, no. 2, 1 June 2017, pp. 1–21., [www.cdc.gov/nchs/data/vsrr/report002.pdf](http://www.cdc.gov/nchs/data/vsrr/report002.pdf).

3. This app is for educational purposes only. Medical advice is not provided. The downloading and use of the app is subject to the terms of the app and the online stores from which it is downloaded. Standard mobile phone carrier and data usage charges apply.

4. Results based on data for Healthy Pregnancies, Healthy Babies and High-risk Maternity participants, and Healthy Pregnancies, Healthy Babies-eligible employees, within Cigna's 2016 National Book of Business maternity claims. Participants were evaluated according to the outcome metrics displayed in this proof point. Individual customer/client results will vary and savings are not guaranteed.



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