

# Future Moms

## Healthy babies start with healthy moms

Each pregnancy is unique. That's why Future Moms offers personalized support for pregnant members. From the start of pregnancy until after the birth of the baby, Future Moms can help every step of the way. Members who enroll can get support to help them have healthier pregnancies and healthier babies. This keeps them out of the hospital and keeps medical costs down.

Future Moms sends materials and offers moms-to-be support from prenatal to newborn care. Best of all, our nurse coaches offer customized help so members understand what's best for them and their babies. With support from specialists, the nurses:

- Check for risks.
- Give moms-to-be information on healthy eating and exercise during pregnancy.
- Help members address specific needs.
- Provide prenatal education and information on labor options.
- Help smokers quit.
- Screen for depression during and after pregnancy.
- Answer questions during pregnancy and after the baby's birth.

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

## Women in Future Moms have:

- **Lower inpatient costs.** Claims dropped by \$139 per mother in the first year of the program.<sup>1</sup>
- **Fewer low-birth-weight babies.** Low-birth-weight babies were 12% fewer, and very low-birth-weight babies were 40% fewer than the national average.<sup>2</sup>
- **Lower NICU costs.** NICU admissions were 50% to 60% lower than nonmembers.<sup>3</sup>



## Members rate Future Moms highly:<sup>4</sup>

- 90% had a positive experience with the written materials.
- 92% had an excellent experience speaking with their Future Moms coach.
- 86% were satisfied or very satisfied with the program.
- 87% say they'd recommend the program.

<sup>1</sup> Client-specific results from an internal study conducted Mar. 1 - Dec. 1, 2006. Study size = 1,058 admits. Baseline data for Jan. 1 - Dec. 31, 2004, 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 Mar. 1 - Dec. 1, 2006. Study size = 4,150 births. National average data for Jan. 1 - Dec. 31, 2004, 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> 2011 member satisfaction study.