

PERSONAL SUPPORT FOR MOTHERS-TO-BE

The Cigna Healthy Pregnancies, Healthy Babies® Program

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

Why it matters

According to the March of Dimes®, being born more than three weeks early is the leading cause of death in U.S. children under five years old.¹ And babies who survive an early birth often face the risk of lifetime health challenges. In 2013, the average U.S. medical costs for a preterm baby's first year were \$55,393 – more than 10 times higher than they were for a healthy, full-term baby.²

FIRST YEAR AVERAGE MEDICAL COSTS

Preterm baby **\$55,393**

10x higher than they were for a healthy, full-term baby.²

How it 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 nurse 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.



Together, all the way.®



Offered by: Cigna Health and Life Insurance Company, Connecticut General Life Insurance Company or their 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 2013, 51% of Cigna participants enrolled during their first trimester, with only 10% of these women experiencing preterm deliveries.

In order to encourage more pregnant women to enroll in the Cigna Healthy Pregnancies, Healthy Babies program, Cigna offers 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 90% program completion rate in 2013.**³

Value

- **Saves an average of \$1,413 in medical costs** during each participant pregnancy. Enrollees whose doctors prescribed treatment used to prevent pre-term birth (17P) for the prevention of preterm labor save an average of \$33,870.³
- **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, 76% of Cigna Healthy Pregnancies, Healthy Babies program participants whose doctors prescribed 17P went on to have full-term deliveries, **outperforming the national results of 63.7%.**⁴ 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," 2015.

2. March of Dimes, "Premature Babies Cost Employers \$12.7 Billion Annually" Feb. 7, 2015.

3. Cigna internal analysis of 2013 national book of business program results, September 2014.
Results are not guaranteed and actual results will vary.

4. 76% of Cigna Healthy Pregnancies, Health Babies program participants v. 63.7% of Cigna customers who did not participate based on Cigna internal analysis of 2013 national book of business program results, September 2014.

Program availability may vary depending on plan type and is subject to change. For costs and program details, contact your Cigna representative.

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