



Maternity CARE

Knowledge and support for a great start to motherhood.

UMR's Maternity CARE program provides information and support to women considering having a child, prenatal education and guidance to those expecting, and high-risk pregnancy identification to help expectant mothers carry their babies to term. The result is an increased number of healthy, full-term deliveries, and a decrease in costly, extended hospital stays.

Proactive identification and enrollment

UMR offers pre-pregnancy education to engage women while they are planning or considering a future pregnancy. Members self-enroll in the program and complete a comprehensive assessment with a CARE nurse to determine their risk level. They receive information based on their needs and are encouraged to participate in Maternity CARE when the time arrives.

We identify participants through medical claims data, utilization review, referrals from other programs, and the CARE Health Index on the CARE app. Members may self-enroll online at **umr.com**, or by calling our toll-free number.

Once enrolled in the program, expectant mothers are contacted by CARE nurses who have extensive clinical backgrounds in obstetrics/gynecology (OB-GYN).

CARE nurses connect with members by phone, email or digitally through the CARE app. The app allows them to view individual health metrics from self-reported data or synchronized monitoring devices. The nurses have the ability, when applicable, to connect with members by text or email.

Members will receive email health alerts, or CARE Cues, that identify important health actions, including pregnancy-related tasks. These notifications are posted to **umr.com** under **Things to do**. This automated tool addresses gaps in care and reduces costs by encouraging preventive measures.

An assigned CARE nurse will assess the mother's risk level and provide her with timely education and follow-up support based on her personal situation.

The nurse repeats this process each trimester and monitors the mother's progress to determine if she has moved into a high-risk pregnancy situation. After delivery, mothers are contacted one more time to make sure there are no postpartum issues.

The mother may also choose to identify a support person who can be engaged in the program via an education call and electronic educational packet.

The packet includes information to help them support the member throughout their pregnancy, labor and delivery, and postpartum period.

Risk-reducing intervention

If an expectant mother is identified as high-risk, she will be placed into our Complex Condition CARE program. The Maternity CARE nurse and CARE nurse manager will work together to monitor and co-manage her condition and keep the group informed of high-cost situations. The mother will also receive educational information and support, as dictated by her specific condition. The CARE nurse manager will work to reduce claims costs throughout the high-risk pregnancy and post-delivery period.

Live events

Maternity CARE offers two types of events for members who are enrolled in or have completed the program:

- **Maternity CARE virtual classes**

Each month, Maternity CARE nurses share helpful information about a different pregnancy-related topic, from prenatal care, to labor and delivery, to postpartum. Members have a chance to learn from specialized OB-GYN nurses and ask questions, so they can make the most of their pregnancy journey.

- **Maternity CARE breastfeeding support group**

These events promote successful breastfeeding and give members an opportunity for community and connection. During each session, attendees receive expert advice and support from Maternity CARE nurses and have a chance to talk with other breastfeeding moms about what's going well and what's been challenging. The program also offers one-on-one breastfeeding consultations with registered nurses who are International Board Certified Lactation Consultants (IBCLC).

Effective incentives

To encourage members to enroll early on, UMR CARE offers incentives for participation as well as successful completion of the program.

All members who join the Maternity CARE program during their first or second trimester are eligible to receive a gift.

Participants may choose from a selection of high-quality print or e-books and other materials containing helpful information about pregnancy, pre-term labor, childbirth, breastfeeding and infant care.

Members who enroll during their first or second trimester and successfully complete the program and a satisfaction survey are eligible to receive a UMR-funded \$25 gift card. Members who wait until their third trimester to enroll are encouraged to join the program and receive the educational offerings, but are not eligible for the program gift card.

Additionally, UMR customers have the option of funding additional rewards directly into their consumer-driven health reimbursement account (HRA) or Health Reimbursement Account + Incentive\$ (HRA+) plans. These accounts are an ideal way to provide incentive rewards and create a seamless member experience.



For more information about the Maternity CARE program, contact your UMR representative.



A UnitedHealthcare Company