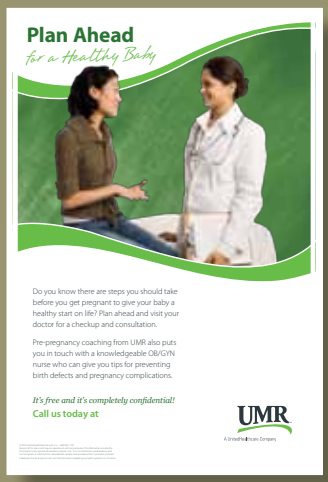
2012 Maternity Management
Communications Schedule

UMR
A UnitedHealthcare Company

New! Two free bonus items available*

Quarter 1



Plan Ahead for a Healthy Baby Poster
Introduces pre-pregnancy coaching and how working with a nurse coach can help members prevent birth defects and pregnancy complications

Are You Ready for Parenthood? Article
Provides questions to consider when contemplating starting a family

Quarter 2

Exercise Tips During Pregnancy Poster
Offers basic exercise tips to help women stay active and fit while they are expecting

The Benefits of Exercise during Pregnancy Article
Lists 11 benefits of moderate exercise during pregnancy and provides examples of exercises to avoid during the later stages of pregnancy

Quarter 3

Have a Healthy Pregnancy at Any Age Poster
Provides general guidelines to ensure a healthy pregnancy, such as prenatal care, nutrition and healthy lifestyle choices

Eating Right for Two Article
Describes how eating right and drinking plenty of fluids can help ensure the health of expectant mothers and their babies

Quarter 4

Taking Baby Home Poster
Lists essential items new parents should have on hand when making their home ready for baby

Baby Blues or Postpartum Depression? Article
Compares typical mood changes following childbirth to more severe forms of depression and provides a 10-question survey to help determine the difference

Additional items may be available at no charge to fit your specific wellness campaigns.
Please discuss with your Care Management strategic account executive.

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