



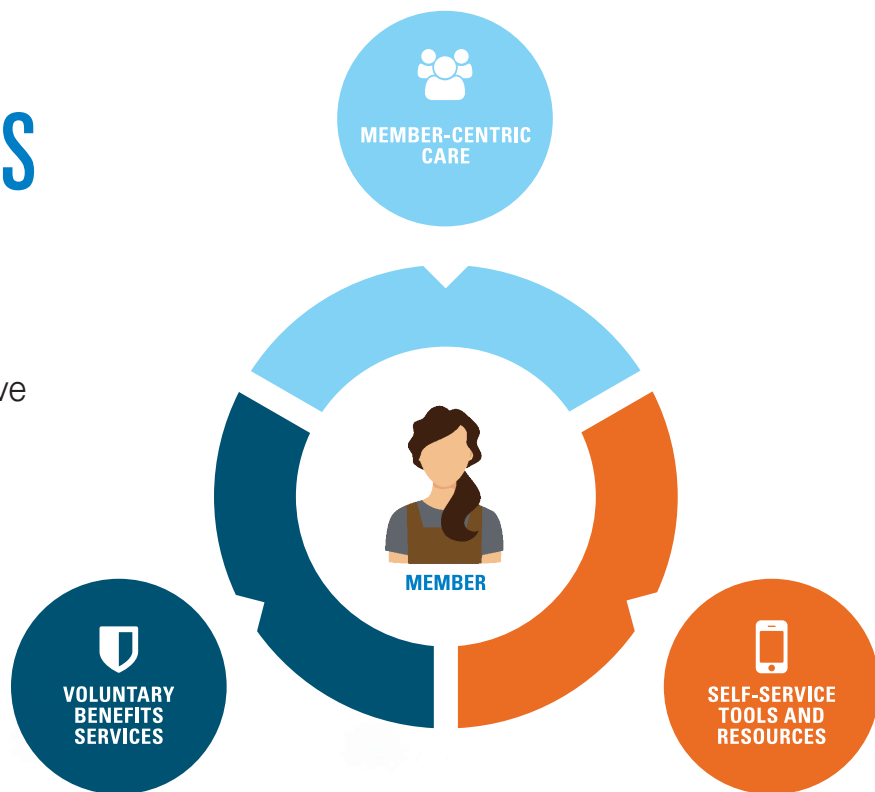
**DELIVERING PEACE
OF MIND WITH
EVERY PREGNANCY.**

Maternity Care Program from
Excellus BlueCross BlueShield

SURROUNDING GROWING FAMILIES WITH SUPPORT.

Your employees need a comprehensive approach to wellbeing – especially expectant mothers. One that brings people, programs, and tools together to protect their physical, emotional, and financial health.

We call it Synchronized Health™. And it's how Excellus BlueCross BlueShield (BCBS) supports each member holistically throughout their health journey. Employers and employees enjoy better outcomes, lower costs, and peace of mind in knowing they're never on that journey alone.





In recent years, complications during pregnancy and childbirth increased by 31.5%.¹ Factor in the average cost of delivery currently topping \$16,000 – plus the business impacts a bundle of joy can bring – and it's easy to see why pregnancy can generate as much anxiety as excitement.

To help put employees and their employers at ease, we developed our specialized Maternity Care Program. It combines our care management expertise with technology to help control costs and provide expecting families with the right level of support, when and where they need it.

Key components of our Synchronized Health approach to Maternity Care:

- 1** Excellus BCBS Bright Beginnings Maternity Care Management Team
- 2** Bright Beginnings Program*
- 3** Wellframe® App
- 4** ProgenyHealth NICU Infant Program*

*Additional group costs may apply, depending on your funding arrangement.

Nearly 25% of all U.S. women do not receive the recommend number of prenatal visits.

30-40% or more of Black/African American, Hispanic, American Indian or Alaska Native women do not get the prenatal care they need.²

1. Excellus BCBS Bright Beginnings Maternity Care Management Team

A SKILLED TEAM FOCUSED ON KEEPING MOM AND BABY HEALTHY.

Our on-staff Maternity Care Management Team consists of experts in virtually every area of prenatal and postpartum care, all led by a Registered Nurse Care Manager. So your employees and their families receive the right level of support at the right time.



Registered Nurse Care Manager

Provides coordinated maternity education, support, and coaching to give expecting mothers peace of mind while empowering them to make the best decisions for their baby and themselves.



Behavioral Health Care Manager

Coordinates closely with our team and the member to identify signs of depression and ensure mental and emotional needs are being met.



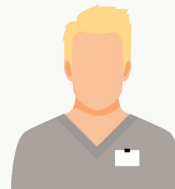
Registered Dietician

Educates members on the role nutrition plays in both mom and baby's health during pregnancy and in the months after birth.



Licensed Social Worker

Addresses social and economic barriers that may hinder a healthy pregnancy and the ability to care for a child.



Pharmacist

Ensures safe, effective, and appropriate drug therapy while helping to reduce costs.



2. Bright Beginnings Program

CONNECTING EXPECTING MOMS TO GUIDANCE WITH A PERSONAL TOUCH.

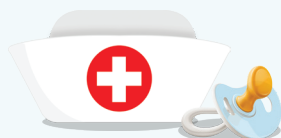
Raising a healthy baby begins long before childbirth. The Bright Beginnings program focuses on early intervention, prenatal education, and personalized support during and after pregnancy. Every expecting mother who chooses to participate is paired with a dedicated Excellus BCBS Registered Nurse Care Manager to work with throughout their journey.

Here's how it works:



Initial assessment

We analyze the participating member's health data to determine their risk level. Higher-risk moms will be contacted more frequently.



Our Care Management Team reaches out

Experienced in maternity, labor and delivery, and postpartum nursing, our team works closely with the expecting mom's obstetrician and other doctors.



Trimester check-ins

Milestones are marked with in-depth educational materials highlighting baby's progress and what to expect during each stage of pregnancy.



Postpartum support

The new mom receives depression screenings, postpartum education, and stays in touch with her nurse for up to 12 weeks after the baby is born.

Enhanced Bright Beginnings

This version of the program is offered to pregnant women with a history of, or active substance use. The goal is to increase support, promote abstinence and avoid relapse during pregnancy.

Peace of mind for employers, too.

As part of the Bright Beginnings program, eligible groups receive detailed reporting on engagement, program completion, and annual cost savings.



3. Wellframe® App

EASING ANXIETY WITH ANYTIME, ANYWHERE ACCESS TO SUPPORT.

All Excellus BCBS members can use the free Wellframe® app. For those in the Maternity Care Program, it provides easy access to self-management tools, educational resources, and one-on-one personal support.

Text a Care Manager

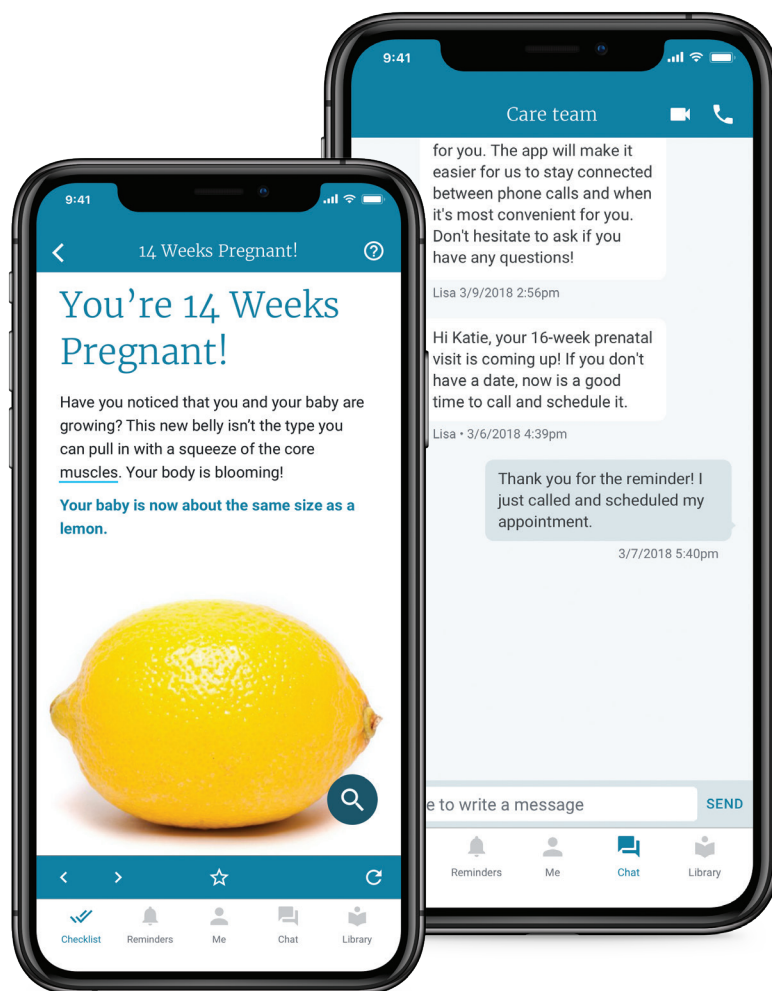
Employees can chat privately, securely, and directly with Excellus BCBS Care Managers. They can ask questions, create personalized health plans, or choose to connect with a phone call.

Create daily checklists

Care Managers help expecting mothers create daily to-do lists – including medication reminders, doctor appointments, physical activity, educational content, and more.

Work with our full team of experts

Through their Care Manager, employees are supported by dietitians, nurses, pharmacists, social workers, and behavioral health specialists for a truly holistic approach to maternity care.



Prioritize everyone's emotional health with Wellframe®

Pregnancy is an emotional time for everyone – and anyone can use the Wellframe® app. Moms and dads have access to behavioral health programs addressing everything from maternity issues and general wellness to anxiety and depression.



4. ProgenyHealth NICU Infant Program

SHORTENING THE JOURNEY TO HEALTHY AND HOME.

A stay in the Neonatal Intensive Care Unit (NICU) is becoming all too common, with preterm births nearing 10% of all newborn deliveries.³ Our partnership with ProgenyHealth ensures our newest members receive the best care possible while helping contain the costs associated with their stay.

Provider collaboration

Our utilization management team works alongside NICU hospital staff to ensure every infant receives the best, most appropriate care for their unique situation.

Parental engagement

Our team of NICU nurses and social workers connects with your employees and their families, remaining accessible 24/7 throughout the first year of baby's life.

Baby Trax[®] app

Makes NICU care personal and precise by allowing parents to easily track health changes, record benchmarks, and contact health experts during what can be a hectic time.



17%

reduction in NICU
stay length⁴

15%

reduction in medical
costs for NICU infants⁵

50%

reduction in NICU
readmission rates⁴

ALWAYS SOMEONE THERE FOR YOUR EMPLOYEES AND THEIR FAMILIES.



Newly pregnant, Jaclyn had a history of preeclampsia and previous complicated pregnancies, as well as a blood disorder. She was also using tobacco.



Pamela stayed in close contact with Jaclyn, bonding and providing emotional support while helping her stick with her medications day to day.



Pamela, an Excellus BCBS Registered Nurse Care Manager, identified Jaclyn's pregnancy as high-risk. She called Jaclyn and also connected with her through the Wellframe® app.



Jaclyn was able to ask Pamela questions, browse prenatal educational materials, and access our Smoking Cessation program all through the Wellframe® app.

Following the birth of her healthy baby, Jaclyn received postpartum checkups and screenings for depression. She stayed in touch with Pamela as she transitioned back to work, even sharing some adorable baby pictures.

To refer a current member to the Maternity Care Program, call **1-877-222-1240.**



¹ 2019 Health of America Report, Blue Cross Blue Shield Association

² U.S. Department of Health and Human Service, National Library of Medicine

³ Preterm Birth (2019, July 23) Retrieved from www.cdc.gov/reproductivehealth/maternalinfanthealth/pretermbirth.htm

⁴ Data provided by ProgenyHealth

⁵ In third year after launch of program, Excellus BCBS data.