



Delivering peace of mind with every pregnancy

Maternity Care Program from Excellus BlueCross BlueShield

When growing families are surrounded by support, everybody benefits[®]

Your employees need a comprehensive approach to health care—especially expectant mothers. That's why Excellus BCBS provides a coordinated, caring, personalized, and holistic health insurance experience that connects the dots for you, your employees, and their families to help improve care and manage costs.

Our approach is built around three ideas:

People come first.

We address all types of health conditions that mom and baby may face personally and proactively, with comprehensive programs and a combination of medical expertise and data.

Service is simple.

We make it easier for members to understand their benefits so they can focus on what matters. We make things easy for employers too—making claims management and processing more efficient and transparent.

Our network is unmatched. Period.

We bring the largest network to you and your employees, covering a wide range of providers across the country.



Delivering the right care to help keep families healthy.

In recent years, complications during pregnancy and childbirth have increased for all women, however, rates are consistently higher among Black, Latina and Asian women compared to white women. With the cost of delivery averaging over \$18,000, it's easy to see why pregnancy can generate as much anxiety as excitement.

Complications during pregnancy and childbirth increased by **31.5%**¹

16.4% increase in pregnancy complications

14.2% increase in childbirth complications

15–20% of women experience pregnancy-related depression²

Black women are nearly **3X more likely** to die from childbirth complications than white women³

Women with pregnancy complications are **2X more likely** to have childbirth complications⁴

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 manage costs and provide expecting families with the right level of support, when and where they need it.

Key components of our comprehensive approach to maternity care:

1

Excellus BCBS Bright Beginnings Maternity Care Management Team

2

Bright Beginnings Program*

3

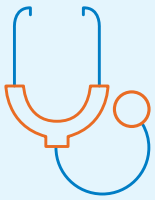
Wellframe® App

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

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.



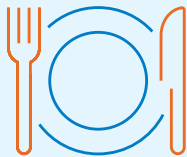
Registered Nurse Care Manager

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.



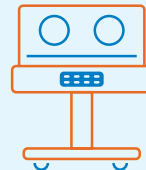
Licensed Social Worker

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.



NICU Care Manager Registered Nurse

Supports families during their NICU stay by providing education, coordinating with the facility to obtain durable medical equipment (DME) for home if needed, arranging specialist referrals, and works with medical staff to get baby safely from hospital to home.



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 throughout pregnancy, postpartum, and in cases where NICU care is required. 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, NICU care, 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

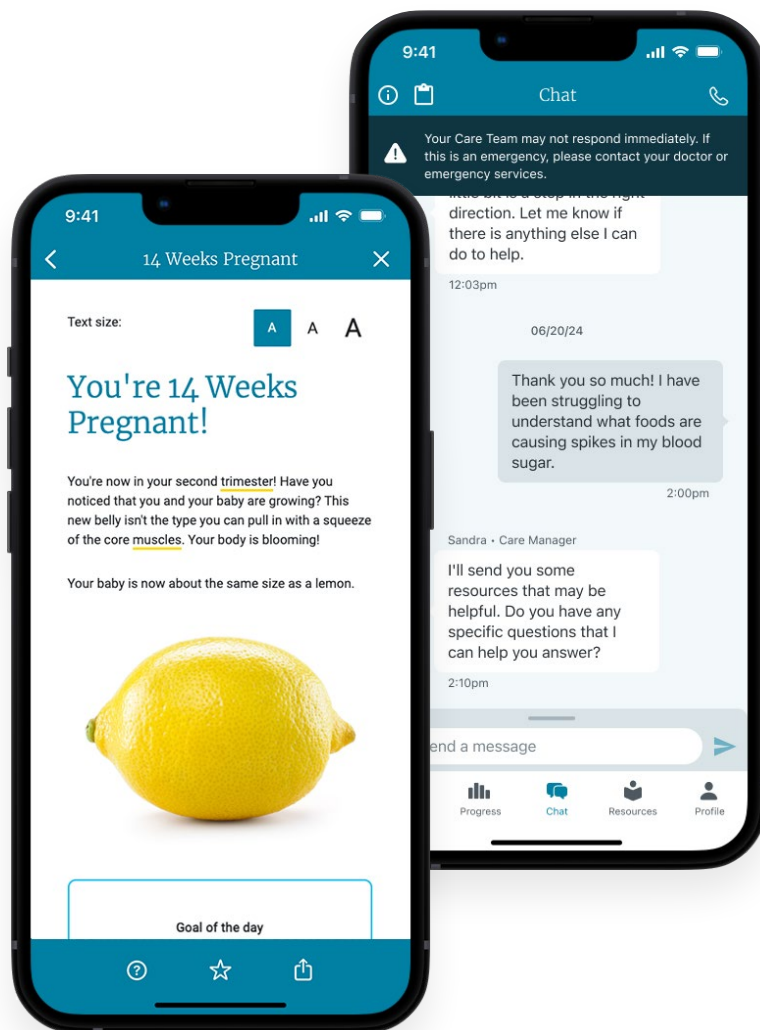
Employees can chat privately, securely, and directly with Excellus BCBS Care Managers. They can ask questions, create personalized health plans, or choose to connect with a phone call.

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.



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, 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.



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



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 Blue Cross Blue Shield Association 2020

² NYS Office of Mental Health

³ CDC, Maternal Mortality Rates in the United States, 2021

⁴ Peterson-Kaiser Family Foundation (KFF)

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Everybody Benefits