



Future Moms

**Personal support for little
bumps to big bumps**



Program overview

Future Moms provides individual support to pregnant women to help them have **healthier pregnancies, healthier deliveries** and **healthier babies**.



Follows progress from first trimester through delivery and newborn care



Checks for early risks to the mother and the baby



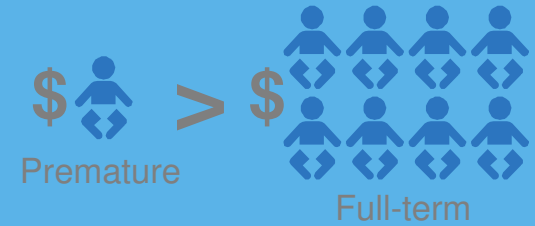
Offers **obstetrical nursing support** for both high-risk and non-high-risk pregnancies



Provides **post-delivery follow-up**, including postpartum depression assessment, education and referral to Behavioral Health and Employee Assistance Program.

Why Future Moms?

High-risk pregnancies, premature births and infant mortality can have a huge impact on health care costs:



With **1 in 9 babies born prematurely**, employers spend more on that one premature baby than on the eight other babies combined.



Employers pay **12 times more** for premature babies than full-term babies.

Direct health care costs to employers for the first year:

 **\$54,149**
 for every **premature** baby

 **\$4,389**
 for every **full-term** baby



When maternal costs are added, employers and employees pay **\$58,917 more** for each premature baby.

Goals

Focus on early **prenatal interventions**, **risk assessments** and **education** to help:



Promote healthier pregnancies and healthier babies



Reduce complications during pregnancy and delivery



Reduce low birth-weight births



Reduce pregnancy-related medical costs

Key features

Comprehensive and personalized management approach for participants



Registered nurse with OB experience



Thorough assessment and risk identification



Lifestyle management and behavioral change counseling



Education on pregnancy care and topics



Case management for high-risk OB members



Depression screening before and after delivery



Pharmacy and nutritional counseling

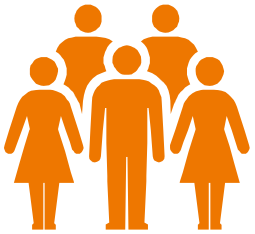


Coordination of services and referrals



24/7 toll-free phone access to nurse coaches

Program benefits



Member benefits

- Healthier behaviors
- Improved birth outcomes
- Interactive intervention and support
- Educational materials on proper self-care and pregnancy management goals
- Increased understanding and control of health risks/conditions
- Improved understanding of appropriate health care utilization
- Reduced preventable conditions and related medical costs



Program benefits



Employer benefits

- Improved employee productivity
- Reduced absenteeism
- Increased employee satisfaction
- Reduced health care costs

Advantages and differentiators



First maternity management program



Lactation consultants



Nurses certified in smoking cessation



24/7 access to our nurses



Experienced nurses in obstetrics and/or perinatology



Comprehensive management of high-risk participants



Personalized approach



Part of our Total Population Health solution and integrates effectively with other health management programs

Integrates with our health and wellness programs

-  Anthem Health Rewards
-  Wellness initiatives
-  Preventive care programs
-  Integrated care and condition management
-  Utilization management & catastrophic case management
-  Behavioral health
-  Pharmacy
-  Dental
-  Employee assistance program (EAP)
-  Anthem Health Guide

Integration leads to increased engagement

Anthem Health Rewards

131%

By incentivizing participation, clients have seen a 131% increase in participation, with an increase of 84% in 1st trimester registrations.

Identification and initial outreach

1 Identification

Self referral

or

doctor referral



Customer
Service inquiry



Case
Management
referral

or

Other health
& wellness
program referral

Promotion –
within benefit
information or
via workplace
campaigns with
or without
incentives

Population and
claims-based
mailings



Identification and initial outreach

2 Assessment or initial outreach

Member enrolls and nurse coach initiates member management



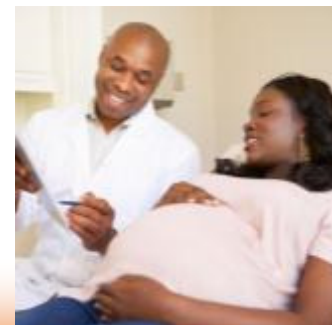
Initial telephone questionnaire – pregnancy and medical status



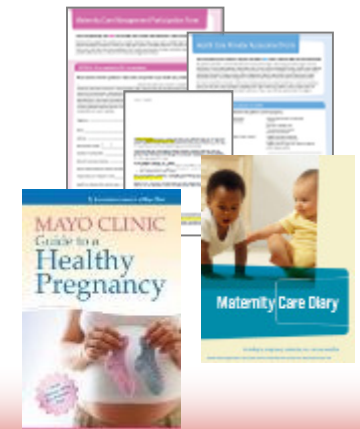
Complete the health information profile in the Maternity Health Chart



Identify participant risk category: low-risk (standard) or high-risk



Welcome kit – mailed to participant's home



Ongoing management

3 Ongoing management



Nurse coaches contact members to provide ongoing assessment, monitoring and education. Frequency is based on risk factor.



High-risk participants contacted at least monthly – as frequently as daily, depending on need



Low-risk participants get outreach at 28-weeks and postpartum



Intensive high-risk participants get case management support for conditions such as acute preterm labor, placenta previa and multiple admissions before delivery



Other contacts (as needed)

- Get in touch with a pharmacist, social worker or dietitian
- Coordinate services and referrals (in-home care, home infusion therapy or durable medical equipment)
- Regularly inform associate case managers of progress; maintain contact with maternity care provider and health services vendor(s)

Members can contact nurse coaches at any time
to ask pregnancy-related questions, no matter the risk level.

Ongoing management

4 Ongoing management

28-week contact

- Telephone contact (All risk levels)



Birth kit

- Birth booklet: *Nurture*
- Congratulations letter



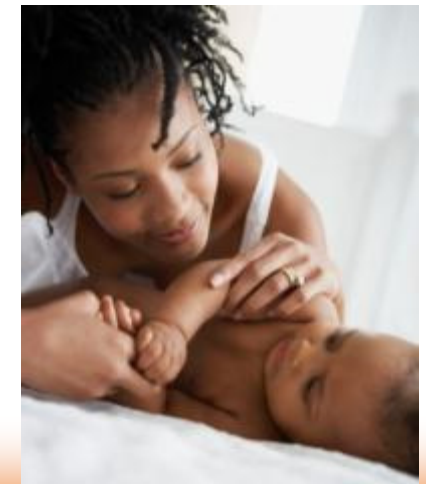
Postpartum follow up

- Telephone contact
- Depression screening



Satisfaction survey

- By mail



Member story

Sarah's pathway to improved health

Enrolled in Future
Moms program

Consulted nurse on
health concerns

Receives
continuous
education and
encouragement

Received regular
calls and
coaching from
nurse coach

Urged to seek
medical care



Medical guidelines

**Future Moms follows Guidelines
for Perinatal Care (7th edition, 2010) by:**

- ✓ American Academy of Pediatrics (AAP)
- ✓ American College of Obstetricians
and Gynecologists (ACOG)

Provider engagement

Our multilevel collaboration with doctors includes:



Self-help resources for members



24/7 access by phone to a nurse



Conservation of valuable office staff time



Multilingual resources to help facilitate communication



Updates to the provider on member performance



Coordination of authorizations and arrangements for home health services

Reporting metrics



Program activity

- Registration numbers
- Participation rate
- Participant demographics
- Risk assessment rate
- Clinical risk factors
- Program completion
- Program satisfaction



Program outcomes

- Participant delivery outcomes
- Low birth weight rate
- Gestational age at birth
- In-patient (IP) facility maternity expense per member
- IP facility maternity expense related to preterm complications
- IP facility infant prematurity expense
- Postpartum assessment
- Customized ad hoc reports available

Future Moms Clinical Outcomes



- Participants visited the **emergency room 30% less** than non-participants.



- Babies born to Future Moms participants spent **25% less time in the NICU** resulting in **50% reduction in NICU costs.**
- Future Moms participants and their babies were found to **cost 15% (\$4,082) less** than non-participants.



Promoting Future Moms

- **Hang posters** or fliers in common areas like the cafeteria, break room, stairwells or elevators.
- **Include information on Future Moms** in your benefits information – near the section on maternity benefits.
- **Provide fliers** at open enrollment meetings, in your HR office or on your company Intranet site.
- Highlight Future Moms in your **employee newsletter**.
- **Use the Future Dads** resources, too!



Q & A

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