



# Healthy babies start with healthy moms

## Future Moms offers personalized support through birth and beyond

Each pregnancy is unique. That's why Future Moms offers personalized support for pregnant members, starting at the beginning of pregnancy and continuing after birth. Participants get education and coaching to help them make healthier decisions during pregnancy. This keeps them out of the hospital, reduces NICU admissions and helps keep medical costs down.

Future Moms nurse coaches provide customized support so members understand what's best for them and their babies. Nurse coaches:

- Check for risks and manage members based on risk level.
- Provide case management for high-risk participants.
- Give moms-to-be information on healthy eating and exercise during pregnancy.
- Provide prenatal education and information on labor options.
- Refer members to specialists, such as pharmacists, nutritionists or others as needed.
- Help smokers quit, if needed.
- Screen for depression during and after pregnancy.
- Answer questions during pregnancy and after the baby's birth.

### Women in Future Moms have:

- **Lower inpatient costs.** Claims dropped by \$139 per mother in the first year of the program.<sup>2</sup>
- **Fewer low-birth-weight babies.** Low-birth-weight babies were 12% fewer, and very low-birth-weight babies were 40% fewer than the national average.<sup>3</sup>
- **Lower NICU costs.** NICU admissions were 50% to 60% lower than nonmembers.<sup>4</sup>

**Ninety-two percent of Future Moms participants said they were satisfied with the program<sup>1</sup>**

### In a recent study

**Pregnant women in Future Moms were less likely to go to the emergency room for health concerns such as high blood pressure, mental health, early birth and diabetes-related issues. There were also fewer costs due to gestational diabetes, prematurity, and anemia during pregnancy.<sup>5</sup>**



1 Client-specific results from an internal study conducted Mar. 1 - Dec. 1, 2006. Study size = 1,058 admits. Baseline data for Jan. 1 - Dec. 31, 2004, taken from the National Vital Statistics Report, Volume 55, No 1, Sept. 29, 2006.  
2 Client-specific results from an internal study conducted Mar. 1 - Dec. 1, 2006. Study size = 4,150 births. National average data for Jan. 1 - Dec. 31, 2004, taken from the National Vital Statistics Report, Volume 55, No 1, Sept. 29, 2006.  
3 2006-2007 data for large national client with 130,000 members.  
4 2013 Wellness Study  
5 2013 data utilizing 450,000 members.