



I don't know her yet. But she's worth it.

Maria announces her good news

Chooses Thumbelina Pink for the nursery

Accepts employer's gift for enrolling in Maternity Management program

Coach suggests her excessive thirst may indicate a health problem

Tests positive for gestational diabetes

Keeps condition under control with help of coach

Maria joyfully delivers... a healthy baby boy

Dad repaints the nursery University Blue



**W**hen I found out I was pregnant, I spent more time picking out the right shade of pink than I did thinking about how to stay healthy. Since I'm young, I never really thought much about my health. My company offered a nice gift if I signed up for a maternity management program, so I said sure.

Turns out, that was the best thing I could have done for my baby.

One day I asked the coach if it's normal to be really thirsty when you're pregnant. She suggested I get a test for gestational diabetes, and it showed that I have it. She helped me learn what to do to keep it under control so the baby and I both stay healthy. The coach is also helping me get ready for life after delivery.

Taking care of myself is the first step toward being a great mom. My little girl deserves that.

# A bright future

## Managing employer's plan costs

.7% ongoing trend for engaged Carewise Health member vs. 24.6% for unengaged member

## Improving the health of our members

- 60% decrease their body mass index (BMI)
- 70% improve their blood pressure levels
- 60% decrease their cholesterol levels
- 53% reduce their triglycerides
- 60% improve their blood sugar levels

## Increasing employee satisfaction

93% of members report "good" to "high" satisfaction

## Analytics for continuous improvement

You don't need to be a clinician or an actuary to understand our user-friendly reports. We mine the data to help you target new opportunities for health improvement. Key performance areas include:

- Program participation
- Member satisfaction
- High risk screen by trimester
- Delivery outcomes
  - C-section/repeat C-section rates
  - Pre-term deliveries
  - Low birth weight deliveries

*Carewise Health® Maternity Management is for first-time mothers and experienced moms alike, providing the answers and direction every mother-to-be is seeking. By helping moms have healthier pregnancies and babies, we reduce healthcare costs for everyone.*

Positive lifestyle choices before and after delivery

Maternity Management is tailored to address the concerns of each member. Our coaches are prepared to address subjects that are important to expectant mothers, such as weight gain, exercise limits, dental hygiene, doctor visits, medical procedures, medications, symptoms of pre-term labor, family support and depression.

Early communication means healthier pregnancies

Members complete a thorough assessment in order to set a baseline and to identify potential health risks. The frequency of counseling calls depends on the member's risk level, education need and support requirements. At a minimum, we reach out to members at identification, 16 weeks and 28 weeks, followed by a postpartum follow-up call. Members may contact their nurse as they feel the need during regular business hours.

Deserving special care

Members over the age of 35 and those with certain health risks are automatically entered into a special high-risk program. These members receive calls at least monthly, special counseling, oversight by an OB/GYN and supplemental educational materials.

Resources for confident, informed moms

Our educational resources help mothers care for their own health and the health of their growing families. Mothers may study the materials on their own or discuss them with their coaches during counseling calls. Members also may be referred to beneficial local resources such as Lamaze classes, prenatal care classes, breastfeeding education and postpartum support.

From pregnancy to motherhood

Within 14 to 21 days after delivery, moms receive a call from a Carewise Health coach. The coach checks that the transition from pregnancy to motherhood is going smoothly and addresses any new questions. Topics covered may include using car seats, protecting infants from secondhand smoke, using safety monitors, and recommended pediatric follow-up through early childhood.

Tailored for individual needs

Flexibility is one of the maternity program's most distinguishing features and leads to high levels of member satisfaction. Although every member is contacted at specified points during the pregnancy, all interactions are care-driven and aligned with the particular member's needs.

Participation is key to success

Carewise Health promotes awareness and encourages participation through strategic communications and incentive programs. By providing timely, individualized interventions to members, the maternity management program addresses risks that contribute to pre-term births, pregnancy complications and lengthy hospital stays.



For more information, call 888-9CWLTH (888-929-4584) or visit [carewisehealth.com](http://carewisehealth.com). Carewise Health is a provider of integrated health solutions.

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