



Maternity Newborn Programs

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OptumHealthSM

Optimizing Health and Well-Being™

Market Need

- **Problem Statement** – The cost of premature births is considerable ⁽¹⁾
 - In 2007, the average medical costs for a preterm baby were more than 10 times as high than for a healthy full-term baby
 - The costs for a healthy baby from birth to their first birthday were \$4,551; for a preterm baby the costs were \$49,033
 - The medical costs for both the mother and the baby were four times as high as they were when a mom had a healthy full-term infant
 - For the full-term infant, the costs were \$15,047; for the preemie, the costs were \$64,713 (outpatient visits, in-hospital care and prescriptions)
 - Preterm babies spend more time in the hospital than healthy babies do:
 - Average length of hospital stays for a term infant for the first year of life in 2005: 2.3 days
 - Average length of stay of hospital stays for a preterm infant in 2005: 14.2 days
 - Premies also need more outpatient visits and prescriptions

(1) March of Dimes. The Cost to Business. Available at: http://www.marchofdimes.com/prematurity/index_about_15349.asp

Market Profile: Women with Medicaid are more likely to experience poor birth outcomes

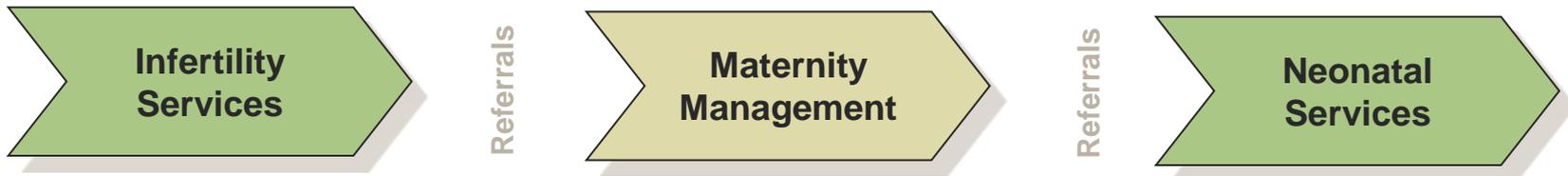
- ❑ Approximately 69% of adult Medicaid enrollees are women and nearly two-thirds of these women are in their reproductive years.
- ❑ Pregnancy is a key eligibility category for Medicaid

- ❑ In 2003 pre-term births cost \$18.1B(2), with Medicaid paying 42% of those costs
- ❑ Maternity costs represent 27% of all Medicaid inpatient charges and 60% of Medicaid hospital procedures

- ❑ In the Medicaid population, early identification and early interventions are the critical first steps toward improving birth outcomes by offering case management and support services to women most at risk of poor birth outcomes



Maternity Programs in Context



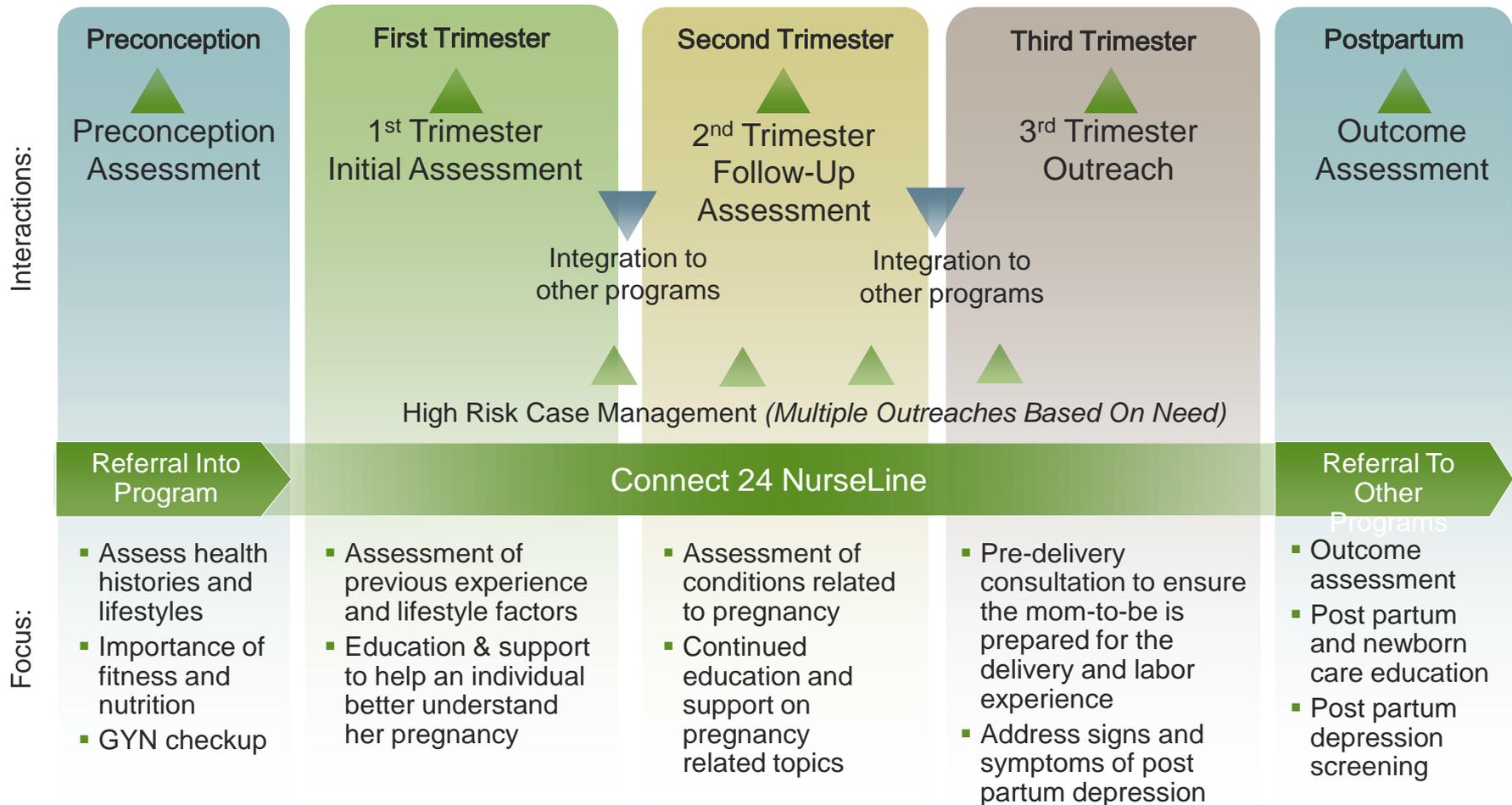
- **Reproductive Resource Services (RRS)** and **ParentSteps®** reduces infertility treatment costs and decreases downstream NICU costs of multiple gestations through contractual medical and pharmaceutical savings, clinical case management, and an Infertility Centers of Excellence network.
- **Healthy Pregnancy Program (HPP)** helps to reduce incidence and severity of preterm births through pre-natal education and case management of pregnancies considered to be at high risk of premature birth. The program assists parents-to-be through the whole maternity experience including integration with other Women's Health programs. This is being managed through Alere.
- **Maternity Support Program (MSP)** helps to reduce incidence and severity of preterm births through preconception coaching, pre-natal care management and education, and proactive case management of pregnancies considered to be at high risk of premature birth. The program assists parents-to-be through the whole maternity experience including integration with other Maternity Management and wellness programs.
- **Healthy First Steps (HFS)** helps to reduce incidence and severity of preterm births in the Medicaid population thru member engagement to change behaviors and promote healthy lifestyles with proactive case management of pregnancies considered to be at high risk of premature birth. The program assists mothers-to-be through the whole maternity experience including integration with other management programs, such as NRS.
- **Neonatal Resource Services (NRS)** provides on-site and telephonic case management to help guide high risk members to the best NICU providers and manage NICU cases inpatient and post-discharge to reduce costs and improve outcomes. NRS has a dedicated team of specialized, experienced NICU nurse case managers and full-time medical directors who are well equipped to care for fragile neonates.

Maternity Support Program – Self Funded Population



Maternity Support Program: Process Flow

- The Maternity Support Program coordinates the maternity experience to maximize the use of a customer's benefits package. A member's nurse provides personalized continuity of care, utilizing specialty resources when needed



Program Comparison: Healthy Pregnancy Program vs. Maternity Support Program

- HPP is the standard product offering; MSP is an optional buy-up for a customer to purchase in place of HPP to gain several advantages

Program Component	HPP	MSP
Enrollment by OB Nurse		■
One point of contact (OB Nurse) throughout the members pregnancy		■
Pre-conception coaching		■
Identifies and engages expectant mothers with high-risk pregnancies	■	■
Ability to integrate more seamlessly with the infertility and NICU programs sharing the same clinical management systems and following OptumHealth clinical guidelines and protocols		■
Clinical operations falls under the same management team located in Lisle, IL		■
Structured Case Management utilizing standard Case Management Principles (Assessment, Planning, Implementation, Coordination , Monitoring, Evaluation)		■
Supports expectant mothers experiencing healthy pregnancies	■	■
1 st & 2 nd trimester risk screenings; high risk management by an OB nurse	■	■
Referral source to Neonatal Resource Services and Congenital Heart Disease Resource Services	■	■
Flexibility to customize educational materials		■
Coordination to maximize the use of a customer's benefits package		■
Outcome assessments on mother's well-being and delivery	■	■
Post-partum depression screening	■	■
Return to work; integration with disability		■
Incentive Management		■
Co-located Integration with Custom Teams for customized Health Support		■

Maternity Support Program: Reporting Overview

The Maternity Support Program Provides A Comprehensive Reporting Package:



- Employer level quarterly Participation and Outcome reporting which includes Program Enrollment metrics, a clinical summary and Outcomes reporting
- Maternity Support Program will support employer incentive programs by providing a monthly report that details new enrollment and program completion
- Customer Comparison on quarterly member satisfaction survey reporting and Participation & Outcomes

Healthy First Steps – Medicaid Population



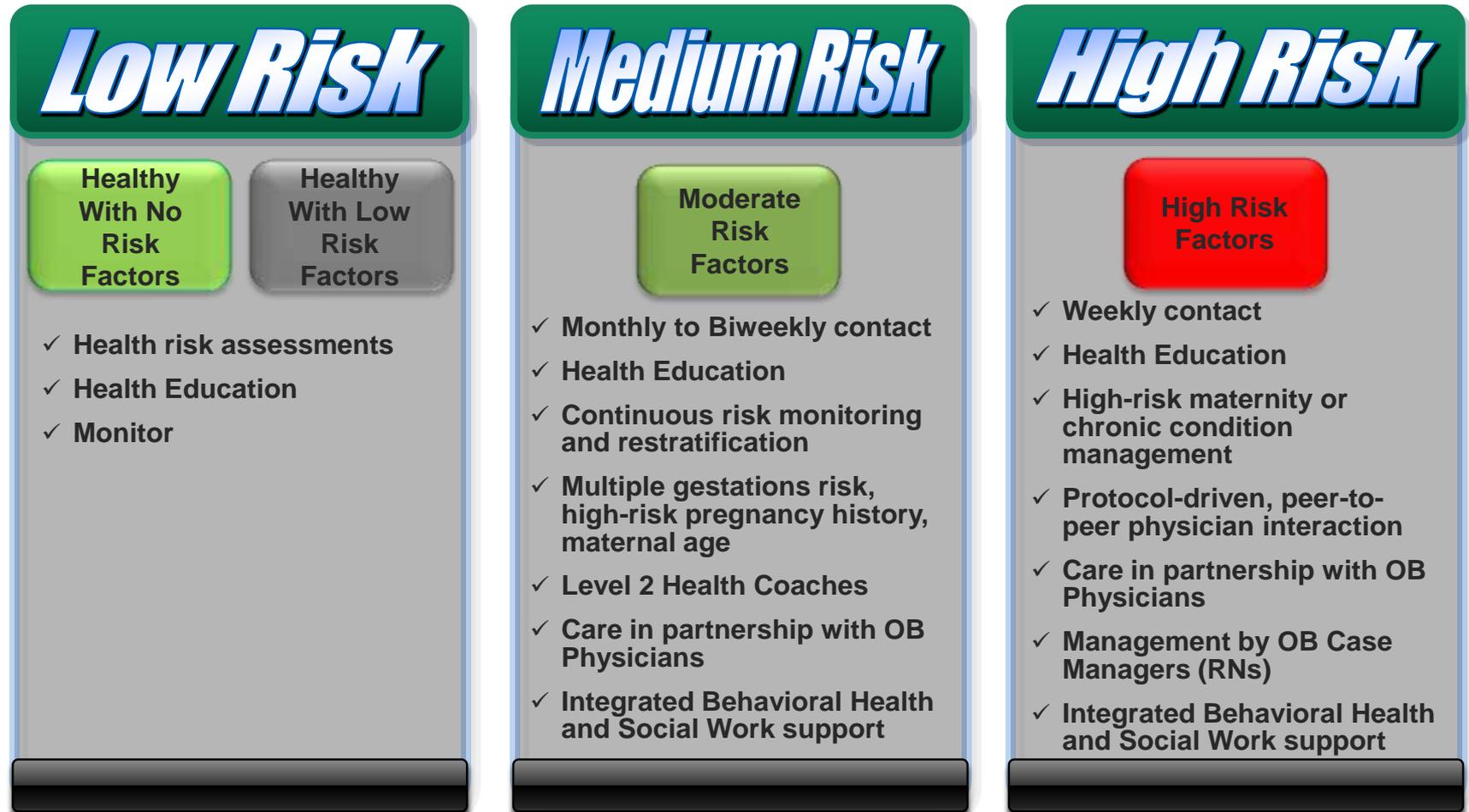
Healthy First Steps Program Goals

- ❑ Decreased NICU admissions, lengths of stay, and readmissions
- ❑ Strong national physician leadership and oversight
- ❑ Member engagement to change behaviors, and promote healthy lifestyle
- ❑ High-touch interactions with members
- ❑ Reduced incidence of premature and low birth weight deliveries
- ❑ Improved Quality Measures, including HEDIS
- ❑ Integrated national teams delivering multi-disciplinary care



Clinical Model – Risk Stratification and Care Management:

A Clinical approach tailored to member's health status throughout pregnancy



Questions?

