

# Future Moms



## Healthy, informed moms make for healthy babies.

Each pregnancy is different and mothers-to-be who are well-informed can make decisions that may result in healthier pregnancies.

Our maternity nurse coaches with expertise in pregnancy have successfully supported more than 175,000 mother and mothers-to-be with prenatal health concerns since the program began in 1989.

We assist expectant mothers through:

- *An assigned prenatal/postnatal nurse coach who is supported by an on-site team of clinical specialists.*
- *A care management system that assesses risks to help ensure consistent, individualized education and support.*
- *Prenatal interventions based on the expectant mother's pregnancy status, complications, medical history and physician's plan of care.*
- *24-hour, toll-free nurse access line that assists the mother in making informed health care decisions. Bilingual registered nurses and services for the hearing-impaired are available.*
- *A maternity Web site with easy access to educational resources as well as online enrollment and interaction with a multidisciplinary team of health professionals.*
- *Targeted support for smoking cessation.*
- *Depression screening throughout pregnancy and postpartum.*

The following supplemental components are also offered to help enhance the effectiveness of our **Future Moms** program:

- *Preconception Education*
- *Parenting Programs*



- *Future Moms members incur fewer NICU costs than non-members; NICU admits per 1,000 were 50-60% lower for members than for non-members.<sup>1</sup>*
- *93% of Future Moms members rate the program as excellent or very good.<sup>2</sup>*
- *99% of Future Moms members say they'd recommend the program to others.<sup>2</sup>*

<sup>1</sup> Source: 2006-2007 data for large national client with 130,000 members

<sup>2</sup> Source: 2008 member satisfaction study