



# CIGNA Healthy Pregnancies, Healthy Babies®

## Comprehensive Maternity Program

Prematurity/low birth weight is the leading cause of death in the first month of life, and a major determinant of illness and disability among infants.<sup>1</sup>

In their first year of life, premature babies cost employers nearly 15 times more than full-term babies, with an average cost of \$41,610 vs. \$2,830.<sup>1</sup>



*While most women have a healthy, uncomplicated pregnancy, others may need specialized care to deliver a healthy baby. Through CIGNA Healthy Pregnancies, Healthy Babies®, our comprehensive maternity support program, CIGNA supports pregnant members and members considering pregnancy, whether they simply need information about pregnancy and babies, or are identified as high-risk and need specialized case management. Our program includes preconception and prenatal education through print and online tools, appropriate incentives to increase identification and participation rates, a comprehensive assessment of every identified pregnant member and development of individualized care plans tailored to each member's specific needs.*

### Education and Wellness

**Our Healthy Babies** educational kit provides pregnant members with education on healthy behaviors during pregnancy. The kit, which is mailed after the member enrolls in the program, includes information on depression, stress, and dental care during pregnancy, as well as materials from the March of Dimes®, a nationally recognized source on pregnancy and newborns. Participants also receive a list of online and telephone resources and information on how to use the 24-Hour Health Information Line<sup>2</sup>.

Our personalized member website provides a wealth of pregnancy-related information, including preparing for pregnancy, preventing pregnancy complications, depression and stress, dental care, what to ask during doctor visits, and more. And because having healthy behaviors before pregnancy means a woman may have a better chance to have a healthy baby, members can assess their risk for health problems and receive customized information to help them improve their overall health.

### Identification

Early identification and participation of pregnant members offers the greatest opportunity to improve outcomes. Our experience shows that program participation increases dramatically when members are offered incentives to participate.

#### The Incentive Program

- To encourage early self-referral, the program offers a tiered incentive that is higher for women who enroll in their first trimester and lower for women who enroll in their second trimester. There is no incentive for those enrolling during their third trimester.
- To encourage active participation throughout pregnancy, a member will not receive the incentive until after she completes the program, typically after she completes a postpartum assessment.

In addition to self-referral, members are also identified for the program through:

- Requests for precertification that indicate pregnancy
- Discussions with a health advisor when a member's benefit plan includes the health advisor program<sup>2</sup>
- Referrals from a 24-Hour Health Information Line nurse, when a member calls to seek medical information<sup>2</sup>
- Maternity-related inpatient admissions
- Referral from a provider
- Calls from members to verify eligibility or benefits

## Comprehensive Condition Management

### Initial Risk Assessment

All pregnant members undergo an initial risk assessment designed to identify possible health risks during pregnancy, such as gestational diabetes or premature labor. Based on this assessment, the member's level of risk is determined to be low, moderate or high, and she will receive the appropriate prenatal education and care support.

### Follow-up Assessment

After the initial assessment, all members receive four additional interventions: at five months, seven months, post-delivery, and three weeks postpartum. Members determined to be at moderate risk receive additional nurse interventions as appropriate. High-risk members receive an intensive care assistance plan and nurse support at least once a month. Case managers help make sure members understand and comply with their doctor's care plan. They also ensure the care plan follows evidence-based guidelines.

### Postpartum Assessment

At the postpartum assessment, members are screened for postpartum depression and are provided with any needed counseling for common postpartum or newborn concerns, including breast-feeding.

Members' clinical assessments, risk stratification and history are managed through a single tool, so that any member of the team can speak knowledgeably to a member about her condition.

## Program Components

- Enhanced tools for early risk identification and optimal management
- An integrated approach that addresses medical, behavioral, pharmacy, dental, disability and disease management needs<sup>3</sup>
- Screening for, and management of, prenatal and postpartum stress and depression
- Education on oral health during pregnancy
- Targeted health education material for those with high-risk conditions
- Seamless integration with, and referral to, the Neonatal Intensive Care Unit (NICU) Specialty Case Management program
- Monthly grand rounds with the OB Medical Director for review of specific cases and ongoing case manager education

## Staffing

CIGNA has a specialized team focused on supporting members enrolled in this program. Their role is to coordinate resources for the member throughout her pregnancy. Case managers in this program are highly trained, experienced obstetrical (OB) nurses led by an OB medical director. Case managers use condition-specific case management tools that provide guidance in assessment, intervention, and documentation of key actions needed/taken to fill any gaps in care.

<sup>1</sup> March of Dimes.

<sup>2</sup> Available to non-CIGNA medical clients only as an additional purchase.

<sup>3</sup> Not available with non-CIGNA medical plans.

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Early and regular prenatal care can help reduce the risk of premature birth, by identifying problems early.<sup>1</sup>

