

A Healthy Baby Starts With *a Healthy You*

**SIGN UP
TODAY!**

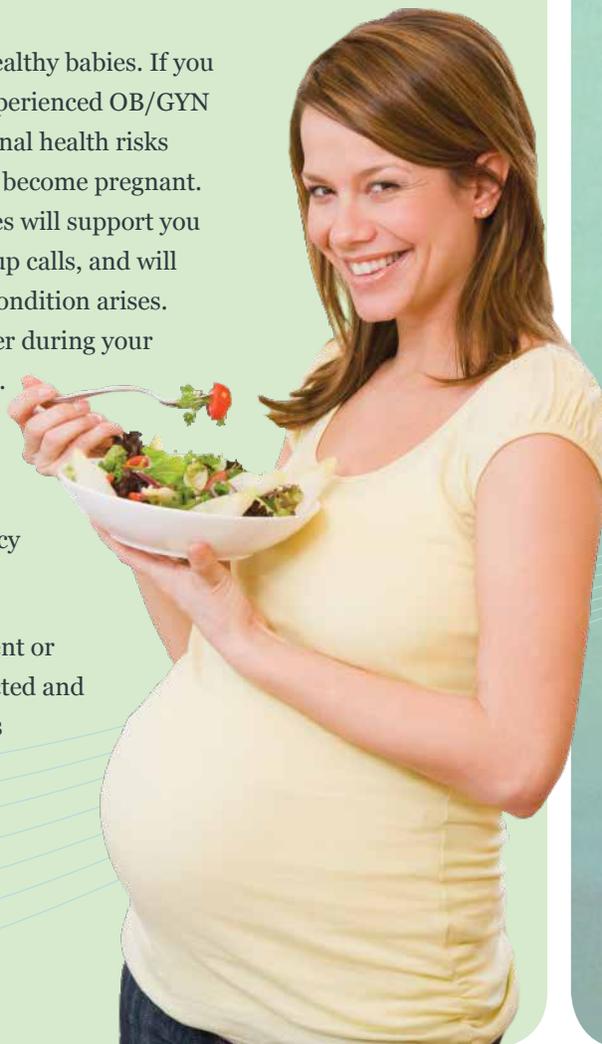
Trust in us for knowledge and support on your journey to motherhood

Whether you are considering having a baby or are already expecting, Maternity Management can teach you how to reduce your risk of complications and prepare you to have a successful, full-term pregnancy and a healthy baby.

Why Join?

Healthier women are more likely to have healthy babies. If you are thinking about starting a family, our experienced OB/GYN nurses will help you understand your personal health risks and empower you to take action before you become pregnant. When the time arrives, our registered nurses will support you with timely prenatal education and follow-up calls, and will refer you to case management if a serious condition arises. Your nurse coach will call you each trimester during your pregnancy and once after your baby is born. If you are pregnant and are identified as high-risk, a nurse case manager will monitor your condition and work to reduce your claims costs throughout your pregnancy and the post-delivery period.

You can self-enroll in Maternity Management or pre-pregnancy coaching, or you'll be contacted and invited to participate if you are identified as pregnant through a clinical health risk assessment, utilization review or other program referrals.



*Enrollment
is easy!*

To enroll, simply go to umr.com, or call **888-438-8105**.

When you join, you will receive one-on-one phone calls from a nurse coach, free educational materials and an incentive gift.*

A Trusted Source

Our nurse case managers have extensive clinical backgrounds in obstetrics/gynecology.

* To be eligible for the free incentive gift you must enroll during your first or second trimester and continue to actively participate in the program each trimester of your pregnancy.

Incentive for participation:

World Wide Technology will waive the \$250.00 inpatient copayment for your delivery if you engage in the program in your first or second trimester on or after January 1, 2014.



A UnitedHealthcare Company



Did you know?

On average, premature babies born to mothers enrolled in the Maternity Management program are 2.2 weeks older, 1.5 pounds heavier and cost \$20,000 less than babies of mothers not enrolled in the program.

Once enrolled you'll receive ...

One-on-one phone calls with a nurse who:

- Provides comprehensive pre-pregnancy and prenatal assessments
- Answers your questions
- Shares educational information before you become pregnant and throughout your pregnancy
- Encourages you to call with any questions or concerns
- Schedules your next call (every trimester)
- Sends a courtesy letter informing your physician that you're in the program (with your permission)
- Calls after your delivery to see how you and your baby are doing

No-cost educational materials in the mail:

You can choose from a selection of high-quality books and other materials containing helpful information about pregnancy, pre-term labor, childbirth, breast feeding and infant care.

- Your Pregnancy Week by Week
- Your Pregnancy and Birth
- What to Expect when You're Expecting
- Nursing Mother's Companion
- Your Baby's First Year
- Baby and Me
- Mayo Clinic - Guide to Healthy Pregnancy

It's free and confidential

No cost:

Maternity Management is a valuable benefit provided by your employer at no additional cost to you.

Confidential:

UMR takes confidentiality very seriously. It's important to know that we won't share any identifiable, personal health information with your employer. Your employer receives group information only. UMR care management programs operate in compliance with all federal and state privacy laws.

