

# Drive Improved Postnatal Outcomes with Targeted Member Engagement

Help reduce medical costs and support healthy pregnancies with effective outreach campaigns

## Drive Behavioral Change

As your plan's membership increases, controlling medical costs at the individual member level becomes essential. Change Healthcare's integrated member engagement solutions are designed to reduce gaps in care by using personalized outreach to motivate behavioral changes.

Our Smart Connect™ platform delivers customized messaging to targeted members via multiple channels, including a smartphone app, providing you with dashboard visibility into each campaign.

## Identify High-Risk Pregnancies

Currently, 10-15% of all U.S. births result in a stay in the neonatal intensive care unit (NICU)<sup>1</sup>, with an average length of stay of 20 days.<sup>2</sup> The per-case cost of NICU care is among the highest health plans experience across their membership, often totaling \$50K or more.<sup>3</sup>

Health plans are typically unable to identify high-risk pregnancies or scale clinical intervention programs in a timely fashion. Change Healthcare's Maternal Health solution can help plans identify pregnancies at the onset, detect at-risk mothers, and implement effective outreach.

## Support Proactive Maternal Care

To reduce costs and improve outcomes, your plan must be able to engage and educate members early in their pregnancies. Our pre- and post-natal Maternal Health solution helps your plan mitigate high-risk pregnancies by promoting the healthy choices that lead to successful births.

We empower your care managers with efficient tools to streamline daily tasks and support live engagement. Care managers can improve the member experience while increasing their case load capacity.

Using our intuitive dashboard, care managers can see real-time member data, alerts, and outreach results as they chat with members. They can access a member's recent history to drive pertinent follow-up, or immediately add members to targeted campaigns for more focused attention.

## Powerful Program Impact

One regional health plan covering about 130,000 members achieved these results<sup>4</sup> with our Maternal Health solution:

- Reduced NICU admissions rate by 54%
- Realized \$1.35M annual savings in NICU stay reduction
- Increased prenatal office visits by 13%
- Avoided >4 total Care Manager positions

<sup>1</sup> Dolezel, Jodi. "Premature Birth Facts and Statistics: What You Need to Know." Verywell Family. November 25, 2018. Accessed February 7, 2019. <https://www.verywellfamily.com/premature-birth-facts-and-statistics-2748469>

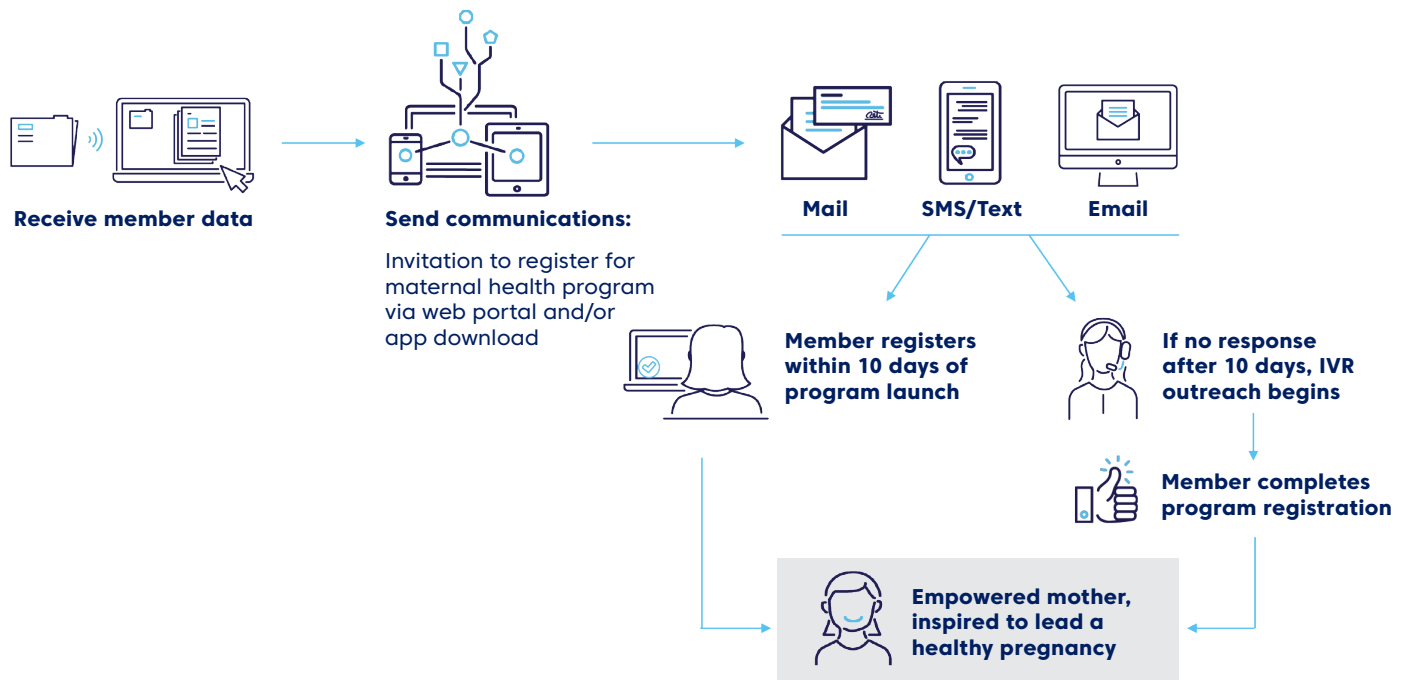
<sup>2</sup> Kornhauser, Michael, and Roy Schneiderman. "How Plans Can Improve Outcomes and Cut Costs for Preterm Infant Care." Managed Care. January 1, 2010. Accessed February 7, 2019. <https://www.managedcaremag.com/archives/2010/1/how-plans-can-improve-outcomes-and-cut-costs-preterm-infant-care>

<sup>3</sup> March of Dimes. "Special Care Nursery Admissions." Accessed February 7, 2019. [https://www.marchofdimes.org/peristats/pdfdocs/nicu\\_summary\\_final.pdf](https://www.marchofdimes.org/peristats/pdfdocs/nicu_summary_final.pdf)

<sup>4</sup> Results based on historical data and analysis across a 27 state campaign; results may vary by health plan and member demographics



## Maternal Health Engagement to Drive Better Outcomes



### Deliver Fresh, Relevant Content

Members receive 42 weeks of pre-natal educational messaging, including information on gestational growth, pregnancy self-care, and symptom checks. After delivery, members receive 12 weeks of post-natal educational messaging to support healthy infant care and maternal recovery.

Checklists, appointment reminders, and educational content can be delivered in English or Spanish through our maternal health app or web portal.

The app provides a touch-responsive calendar with time-tracking tools that help members remember appointment information such as time, location, and provider.

Throughout the pregnancy, the app’s “Ask My Doc” feature lets members record notes for later provider consultation. A due date countdown, kick counter, and contraction timer encourage ongoing member engagement.

### Optimize Results

Our team takes a hands-on, consultative approach to your campaign implementation. A dedicated solution specialist offers guided planning sessions to help determine your goals and review your content.

After members take our OB screener, a 20-question survey, their responses activate the appropriate engagement path. We help you make sure every member receives relevant information and personalized attention.

Best practices show that ongoing engagement drives healthier choices throughout pregnancy. By providing the right content at the right time and enabling better care management, our Maternal Health solution helps to reduce medical costs and support improved health outcomes for mothers and babies.