

WELL *On your Way*

IMPORTANT STATISTICS

- ▶ *Increasing rates of preterm birth, pregnancy complications, and cesarean delivery are making employers aware of the need to focus on pregnancy-related health care costs.*
- ▶ *One out of every eight newborns in the U.S. is born prematurely.*
- ▶ *Due to frequency and cost, pregnancy is the largest single health claim for many employers.*
- ▶ *Between 25-40% of total healthcare expenditures are maternity-related.*
- ▶ *The average preterm baby spends 24 days in the NICU and costs \$65,000 during the first year of life.*
- ▶ *Pregnancy is a leading cause of disability and turnover for most companies.*
- ▶ *Women who participate in prenatal programs are less likely to experience a premature birth.*
- ▶ *For women at high risk of pregnancy complications, prenatal care is both life-saving and cost-saving.*
- ▶ *Healthcare costs are about ten times higher during the first year for a pre-term delivered baby than a full-term baby.*



HEALTHY BUNDLES*

Piedmont Community Health Plan's Healthy Bundles Program is a proactive management plan designed to promote healthier births. The objective of maternity management is to reduce the severity and incidence of pre-term births. This is accomplished through early prenatal education and intervention, and by assisting the participant in understanding their condition and the vital role they play in their own personal health and that of their unborn baby.

Early identification of high risk issues is the key to a healthy birth. Piedmont's Healthy Bundles Program focuses on female members who may have such risk factors as previous multiple births, or birth anomalies such as miscarriages, or age related issues. Infertility cases can also be addressed and referred to the proper specialist.

*All expectant mothers covered by PCHP are encouraged to participate in this free program, regardless if they have risk factors or not.



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Once a member is identified and evaluated, the Healthy Bundles case manager nurse will discuss parameters of the case program with her, including expected delivery date, physician schedules and other prenatal matters. Educational materials and contact information will also be sent to her home for future reference. Plus a calling arrangement is established to assure a continuity of care at the appropriate level based on the specific risk factors.

LOW RISK



Contacts will be once in the 1st and 2nd trimesters, and monthly during the third trimester. No relevant risk factors present.

MODERATE RISK



Contacts will be monthly throughout course of pregnancy. Risk factors for this level are:

- **Social Risk**
- **Maternal Age (35+)**
- **Knowledge Deficits**
- **Nutritional Needs**

HIGH RISK



Contacts will be twice monthly, or more often as needed. Risk factors for this level are:

- **Poor History**
- **Pre-existing problems**
- **Present Complications**
- **Multiple Risks Factors**

Member Risk Assessment is an integral part of the Healthy Bundles program and is done on an individualized basis. The comprehensive evaluation includes family, medical, obstetrical, environmental and lifestyle factors that could potentially affect the outcome of a pregnancy. The assessment is begun by a maternity nurse who is specially trained to conduct these types of interviews and to look for specific risk factors. The nurse will then assign a care level based on this information.



Program participants will be encouraged to fulfill several important requirements. For instance, members should attend recommended and scheduled physician appointments to the best of their ability. Participants are encouraged to advise the Piedmont case nurse of the results from their physician appointments. Participants should also report any unexpected or urgent outpatient/ inpatient services, except for scheduled tests.

And so with some careful planning and a little tender loving care, enrollment in the Piedmont Community Health Plan maternity management care program can result in a “healthy bundle” of joy for expectant mothers. For further information contact your Piedmont network OB/ GYN provider, your primary care physician, or call Piedmont Community Health Plan directly at the below numbers for more information.




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