

# Future Moms member touchpoints

Future Moms program offers customized guidance through birth and beyond



Anthem's Future Moms program addresses all types of pregnancies to support healthy moms-to-be in a way that also addresses health care costs for you. Comprehensive support leads to positive maternity outcomes and confidence in care.

## Meaningful connections for healthy pregnancies

Our easy-to-access approach, using telephone, virtual, and digital support tools, helps build relationships between pregnant employees and the highly trained experts on the maternity care nurse team. It gives moms-to-be a trusted place to turn to for support and guidance, day or night. We carefully follow and assess every enrolled employee at key points throughout their pregnancy, connecting them to the right resources and benefits at the right time.

**We're here to support every pregnant member at all stages of their journey to parenthood**

Contact your account representative for details.

*Continued on next page.*

# How we engage your pregnant employees in their health<sup>1</sup>

Touchpoint	Who it targets	Timing	Reason
<b>At any time</b>			
Member reaches out	All moms-to-be	As needed	24/7 NurseLine gives them a resource to turn to that they can trust, providing support, expertise, and answering their questions anytime, day or night. Multichannel communications connect members through chat, <sup>2</sup> phone, or secure email.
<b>Contact #1</b>			
Enrollment	All moms-to-be	Early in pregnancy	Members learn about the program after receiving mailing, employer promotion, referral, or other communication, and find out if they are eligible. If the member has seen a healthcare provider about their pregnancy, we will reach out to the member and invite them to join the program.
<b>Contact #2</b>			
Initial assessment	All moms-to-be	Following enrollment	It looks for high-risk health issues, current and past pregnancy issues, and psychosocial and behavioral health risk factors. We identify potential educational needs and provide education and support. Members are encouraged to ask questions and reach out for support. The approach is tailored for low- or high-risk, first-time moms, and those with children.
Welcome Kit	All moms-to-be	After initial assessment	The Welcome Kit provides information on a healthy pregnancy, how to know when there might be a problem, and tools to track how they feel physically and emotionally. They also receive a copy of the <i>Mayo Clinic Guide to a Healthy Pregnancy</i> . <sup>3</sup>
<b>Contact #3</b>			
28-week assessment telephone call	All moms-to-be	At 28th week of pregnancy	The 28-week assessment looks for potential new problems, gaps in pregnancy screening, includes suggestions from their doctor, and provides guidance for birthing and taking care of the baby.
28-week mailer	All moms-to-be	At 28th week of pregnancy	An informative brochure presents information on options for birthing, tests she may need at this point, benefits of postponing any nonemergency or nonpregnancy-related surgeries, and delaying induction until 39 weeks.
Ongoing assessments	High-risk moms-to-be	Timing based on severity and control of symptoms or risk factors; contact made at least once a month until birth	This monthly call with the member helps educate, check for, and monitor any risk factors, as well as provide support.
<b>After birth</b>			
Postpartum follow-up	All moms-to-be	2 to 4 weeks after birth	Nurses check in with the new mom to talk about her birth experience, early days of parenting, breastfeeding, screening for postpartum depression, ensure they are receiving proper follow-up care, and address any concerns about returning to work.
Birth Kit materials	All moms-to-be	After postpartum follow-up	The Birth Kit is an information package that provides guidance and support on infant care and safety.
<b>As needed</b>			
Dietitians, pharmacists, lactation consultants, social workers, and smoking cessation coaches	All moms-to-be	As needed following nurse referral	Resources are available to help with medication, nutrition, breastfeeding, psychosocial needs, or help to stop smoking.
Behavioral health support	All moms-to-be	As needed, following nurse referral	Specialists in behavioral health provide support following screening for mental health issues, or postpartum depression.
Case management support	Intensive high-risk moms-to-be	Based on risk assessment or claims data	Case management support for high-risk prenatal cases, such as acute preterm labor, placenta previa, and multiple admissions before birth.

<sup>1</sup> Member touchpoints may change, as needed.

<sup>2</sup> Anthem Health Guide only.

<sup>3</sup> Members receive supplemental materials if they have Anthem vision, dental, or disability.