

Better Results

Our outcomes show that we reduce the average length of stay in the NICU by 21 percent. That equals savings of more than \$51,000 per stay. Overall, the program generated nearly \$8.8 million in total employer savings for NICU admissions with a pre-term birth rate of 10.6 percent, compared to the national average of 12.5 percent.

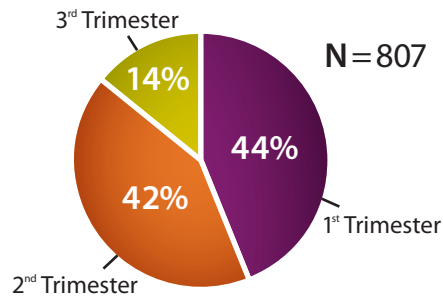
Maternity Management

One out of eight babies is born pre-term, which can mean an expensive neonatal intensive care unit (NICU) stay. An effective maternity management program can deliver savings by reducing the incidence of pre-term births and shortening the average length of costly stays in NICU.

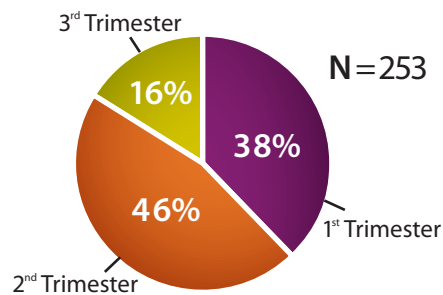
Care. Connect. Collaborate.

Nationwide Better HealthSM offers you FutureFootsteps[®], a fully URAC-accredited telephonic maternity management program led by a clinical team of MDs, nurses and other health care professionals with an average of 20 years' experience. Unlike many other maternity management programs, we go above and beyond to enroll all moms-to-be, not just those who have been identified as high-risk pregnancies.

Enrollment % by Trimester



High Risk and Very High Risk Designations by Trimester



Our maternity management program enrolls all expectant mothers starting in the first trimester, not just high risk as many programs do.

Source: 2007 NBH Outcomes

Managing What Matters

Our dedicated maternity nurse health coaches connect with your pregnant employees or their dependents to create therapeutic bonds and provide them with the tools, one-to-one coaching and information they need to prepare for a healthy, full-term delivery. Not only do our maternity nurse health coaches assess risk levels based on a variety of relevant factors – including lifestyle – they also reassess and readjust these risk levels as conditions change in order to provide a collaborative plan of care.

And our support continues. A mother and/or baby who continue to be at risk will be managed by their dedicated maternity nurse health coach as long as needed, and will be transferred to Nationwide Better Health medical management if complications arise (if you have opted for one of our integrated programs). Should a difficult and unexpected health event occur, our 24/7 nurse advice line with URAC-accredited call center can help your employees select the right care at the right time.

Better for you:

- > Recommends incentives for employees to encourage referrals and enrollments; employees are enrolled in our program based on our review of medical claims data, as well as physician referrals
- > Continues to provide support after the baby is born with postpartum assessment and educational materials related to newborn care
- > Provides information on early childhood development (delivered through personal contacts and written documents)
- > Brings experts together who are experienced with high-risk pregnancies to manage effective care and minimize health care costs

Better for your employees:

- > Offers enrollment options to self-enroll, register online or be referred by their physician or insurer
- > Enables employees to register for program during their first full trimester
- > Provides personalized, dedicated coaching that covers various topics stressing the importance of prenatal care
- > Enables employees to take control of their own health through access to a round-the-clock nurse advice line
- > Offers personal access to online educational information that can be used when and how they prefer

BETTER CONNECTIONS = BETTER RESULTS

Nationwide Better HealthSM is dedicated to making a difference in the lives of employers and employees. We're the only company able to deliver the benefits of true integration through the connections we make with your employees and the results we deliver for both them and you. By teaching employees how to make healthier decisions, we help them safeguard their most important possession – their health and well-being.

To learn more about how Nationwide Better Health can contribute to the financial health of your organization through maternity management or our other health and productivity solutions, including health promotion, disease, medical, disability and absence management, call **866.404.6924** or visit **nwbetterhealth.com**.

