

Maternity management

*Knowledge and support for
a great start to motherhood*

Healthier women are more likely to have healthy babies. That's why it's important to provide support to women before they become pregnant and throughout their pregnancy.

UMR's maternity management program provides information and coaching to women considering having a child, prenatal education and guidance to those expecting, and high-risk pregnancy identification to help expectant mothers carry their babies to term. The result is an increased number of healthy, full-term deliveries, and a decrease in costly, extended hospital stays.

Proactive identification and enrollment

UMR offers pre-pregnancy coaching to engage women while they are planning or considering a future pregnancy. Members self-enroll in the program and complete a

comprehensive assessment with a nurse case manager to determine their risk level. They receive information based on their needs and are encouraged to participate in maternity management when the time arrives.

Members may self-enroll online at **umr.com** or by calling our toll-free number. We also identify participants through sources such as claim triggers, utilization review and other program referrals.

Once enrolled in the program, expectant mothers are contacted by nurse case managers who have extensive clinical backgrounds in obstetrics/gynecology.

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If an expectant mother is identified as high-risk, she will be placed into our case management program.

The nurses complete an assessment to determine the mother's risk level, if any, and provide her with timely education, follow-up calls and support based on her personal situation.

The nurses repeat this process each trimester and monitor the mother's progress to determine if she has moved into a high-risk pregnancy situation. After delivery, mothers are contacted one more time to make sure there are no postpartum issues.

Risk-reducing intervention

If an expectant mother is identified as high-risk, she will be placed into our case management program. The nurse case manager will monitor her condition and claims and keep the group informed of high-cost situations. The mother will also receive educational information and support, as dictated by her specific condition. The case manager will work to reduce claims costs throughout the high-risk pregnancy and post-delivery period.

Effective incentives

Participants may 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. To encourage members to enroll early on, UMR offers an incentive for participation. All members who join the maternity management program during the first or second trimester receive an incentive gift. Members who wait until their third trimester to enroll are encouraged to join the program and will receive the educational offerings but are not eligible for the program incentive.

Healthful results

Mothers enrolled in the program experience 50 percent fewer premature deliveries, and their costs for care are 50 percent lower than for those not enrolled in the program.

For more information about the maternity management program, contact your UMR representative.



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