Maternity Support Program

The preterm birth rate has increased more than one-third since the 1980s.¹ Preterm births cost the United States more than $26 billion annually.² Average first-year medical costs were about 10 times greater for preterm than for term infants.³

A healthy pregnancy helps ensure a healthy mother and baby. The Maternity Support Program helps expectant families from the time they consider starting or expanding their family through the first few months of the new baby’s life. UnitedHealthcare’s experienced, specialized maternity nurses provide education, support and special care based on the family’s unique needs.

Did You Know?

- Preterm birth, defined as birth before 37 weeks gestation, is a major public health priority for the United States and a major research priority for the National Institute of Child Health & Human Development (NICHD).
- In 2010, the preterm birth rate in the U.S. was 12.2 percent.⁴
- Preterm infants face an increased risk of life-long health challenges, including cerebral palsy, breathing problems, intellectual disabilities and others.⁵
Benefits

• Is designed to reduce short-term and long-term medical risk and cost through early detection of risk factors
• Provides educational materials to help inform and engage members in their health and well-being
• Provides specialized support for members with unique health needs and high-risk pregnancies in an effort to minimize complications

Features

• Dedicated Maternity Nurses — Each member is supported before, during and after pregnancy by an experienced maternity nurse who provides assistance, guidance, answers and education.
• Pregnancy Consultations — Multiple phone consultations focus on wellness and screen for health risks. Consultations members receive depends on when they enroll in the program and their unique situations. Consultations are designed to provide members with a comprehensive maternity experience. Ideally, consultations begin with pre-conception planning and continue after the birth to screen for postpartum depression and offer information on newborn care.
• Support for Special Health Care Needs — Nurses experienced in high-risk pregnancies and preterm births provide specialized support services throughout the pregnancy.
• Customized Maternity Education Materials — Upon enrollment, members receive important educational materials covering a wide range of topics based on their unique needs. Topics include eating healthy, prenatal care, exercise, information on how a baby grows, premature labor and more.

5 March of Dimes; “Decline in Premature Births Leads to Improved Infant Survival”; May 2012.