

Pregnancy Management Solutions

Helping you give new lives a healthy start.



An App for Informed Pregnancies

Due Date Plus, developed by our partner Wildflower Health, is a versatile mobile app that enables expectant mothers to:

- Calculate due dates
- Track pregnancy milestones, health issues and weight gain
- Set custom reminders for important events and appointments
- Get personalized health advice
- Access local public health resources
- Speak directly with Registered Nurses at no cost – 24 hours a day, 7 days a week
- Receive weekly tips and advice
- Look up information about pregnancy symptoms and issues

Ideally, all babies should be born healthy. But each pregnancy has some risks – especially in Medicaid populations. Consistent, accessible information and resources help expectant mothers maintain healthy pregnancies and prevent costly care encounters. That's why we connect them in a single, easy-to-use program.

The Agency for Healthcare Research and Quality estimates that pregnancy is the leading driver of hospital costs in the United States at \$100 billion per year. Complications account for much of these costs. Chronic illnesses including high blood pressure and gestational diabetes as well as behavioral issues like smoking, stress and nutrition can lead to labor difficulties, pre-term birth, low birth weight and C-sections – even miscarriage and higher infant mortality rates*.

High-risk pregnancies are costly for Medicaid.

Statistically, mothers in Medicaid programs are nearly twice as likely to experience adverse events in pregnancy compared to those covered by commercial health plans (22 percent versus 13 percent), including 40 percent higher rates of neonatal intensive care unit (NICU) use. These intensive services can cost states an estimated \$30B each year.

Comprehensive Supports for Healthier Pregnancies

States and managed care organizations are looking to cut costs while maintaining high levels of support for troubled pregnancies. That's why Conduent developed a comprehensive pregnancy management solution that integrates support services with instant access to educational information and maternity health resources. Our unified approach simplifies the way healthcare programs promote healthier pregnancies and prevent complications.

Engage, Empower and Manage

With more Medicaid members using smartphones, Due Date Plus is the ideal maternity support in today's mobile world.

- Due Date Plus helps reduce the rate of pregnancy complications by:
- Engaging and educating women in early pregnancy
- Maintaining communication so mothers and caregivers can stay on track with appointments and medications
- Identifying high-risk pregnancies and driving appropriate action

What's more, speaking with a Registered Nurse is just a screen tap away. Due Date Plus is connected to a free 24/7 Nurseline, so expectant mothers can get immediate help from a member of your support team.

Pregnancy Management – Right on a Smartphone

The core of our pregnancy management solution is **Due Date Plus**, a maternity smartphone application designed specifically for state-based and payor programs. Developed by our partner Wildflower Health, Due Date Plus makes it easy to stay on track with pregnancy at every step. Using just the mother's birthday and due date, the app instantly sets up a list of milestones throughout the pregnancy and beyond. Using further health history and other behavioral information, Due Date Plus then generates a list of healthy pregnancy actions personalized to the user and sets up corresponding reminders.

The app is also responsive, adjusting to new information as the pregnancy progresses. It enables the mother to monitor weight gain, look up symptoms, learn about health issues and maintain a list of questions to discuss with her doctor, midwife or nurse. It also connects users to local health providers and other resources. And if there is an immediate issue, the intuitive tap-to-talk feature connects the mother to a free help line staffed by Registered Nurses who can help 24 hours a day, 7 days a week.

Due Date Plus also simplifies maternity education. Users receive weekly updates with ultrasound videos showing what babies look like at each stage of pregnancy, as well as daily updates with tips to stay positive and motivated during pregnancy. It also features an intuitive interface that helps mothers learn more about pregnancy issues with just a tap of the screen. With Due Date Plus, you can help mothers be more knowledgeable and have access to help whenever needed – and that makes for healthier mothers and babies.

Part of a Complete Care Management Solution

Due Date Plus is at the heart of our Pregnancy Management Solutions suite and integrates with our care management services. We combine analytics, community outreach and innovative engagement tools that improve quality while reducing costs. Our comprehensive approach helps your healthcare program support healthier pregnancies as well as the wider goal of improving total population health.

Condition Management

Also known as Disease Management, this program empowers women to make their own healthcare decisions, including lifestyle changes that can enhance quality of life and control the cost of care. Through Condition Management, our registered nurses promote early engagement during pregnancy, help decrease the likelihood of complications and manage support for Medicaid mothers in high-risk pregnancies.

Case in Point: Wyoming Medicaid

Wyoming Medicaid implemented Due Date Plus in February 2014. Since rolling out the program, enrollment in Wyoming Medicaid's maternity program has nearly doubled and the program has helped women in Wyoming better connect with existing state-based resources.

"The Due Date Plus smartphone-based app will allow us to support pregnant women, while also helping reduce pregnancy complications like early delivery, low birth weight and C-sections and hospital readmissions."

—Dr. James Bush
Wyoming Medicaid Medical Director

24/7 Nurseline

With our 24/7 Nurseline, you are better equipped to control your program costs and consistently direct Medicaid mothers to appropriate care. Our call center connects women with Registered Nurses who can provide expert care advice around the clock. By providing your members with better access to trusted clinical resources, our 24/7 Nurseline can reduce the non-urgent use of emergency services – and that helps you control claim costs.

Case Management

Our case management programs use data to identify members for outreach and engagement. Our case managers connect mothers with appropriate health resources and educate them about self-care, ensuring the most effective use of your plan.

Making the Connections for Healthier Pregnancies

Give high-risk expectant mothers a tool to easily and reliably access your state-based Medicaid resources and improve their chances of a healthy delivery and baby. The Pregnancy Management Solutions from Conduent make it easier for you to provide the supports mothers need to maintain healthy pregnancies and help their babies thrive.

You can learn more about us at
www.conduent.com/caremanagement.

Elixhauser, A. (AHRQ) and Wier, L.M. (Thomson Reuters). *Complicating Conditions of Pregnancy and Childbirth, 2008*. HCUP Statistical Brief #113. May 2011. Agency for Healthcare Research and Quality, Rockville, MD. www.hcup-us.ahrq.gov/reports/statbriefs/sb113.pdf

