

# Healthy Mother Baby Maternity Management

Compassionate support for a healthy, confident start

Innovative Care Management's Healthy Mother Baby Program provides comprehensive, clinically guided support throughout the pregnancy journey and into postpartum. The program is designed to promote healthy pregnancies, improve birth outcomes, and reduce avoidable maternity-related costs through proactive nurse engagement and education.

**Maternity management programs typically yield \$2–\$4 in savings for every \$1 invested through:**

- Earlier identification, member education and management of pregnancy risks
- Reduced preterm birth rates
- Fewer pregnancy-related complications and C-sections
- Adherence to prenatal and postpartum care
- Lower NICU admissions and shorter NICU stays
- Continuity of support through delivery and early infancy



**100–300%**  
Estimated ROI

## How it Works

<b>1</b> <b>Dedicated Obstetrical Nurse</b>	<b>2</b> <b>High-Risk Screenings</b>	<b>3</b> <b>Education &amp; Resources</b>	<b>4</b> <b>Postpartum &amp; Well-Baby Follow Up</b>
Mothers work one-on-one with a nurse who specializes in and understands the unique needs of pregnant and postpartum families. During monthly check-ins, moms receive education, answers and guidance.	Two focused high-risk screenings help identify potential concerns early. This proactive approach supports appropriate escalation and coordination of care when appropriate.	Three custom educational packets help moms prepare for each stage of pregnancy.  Enrollees also have access to a comprehensive maternity resource library.	The nurse follows up after birth to assist with well-baby care and preventive services, further reinforcing continuity of care beyond delivery.  The nurse can also assist with employer-provided incentives (if available).

# Proven Clinical Support Leads to Healthier Beginnings

The Healthy Mother Baby Program supports members during one of life’s most important events, helping mothers feel supported while improving outcomes for both mom and baby.

## Maternity and NICU Costs – By the Numbers

Maternity care and NICU stays are expensive. While results vary, maternity management programs typically yield \$2 to \$4 in savings for every dollar invested, by reducing ER visits, inpatient days, C-sections, and NICU admissions.

Severe maternal complications, many of which are preventable, contribute to tens of billions of dollars in medical costs and lost productivity in the United States each year, according to [JEC](#).

10%

Nearly 10% of newborns are admitted to the NICU across payers.  
Source: [CDC](#)

5X

Children admitted to the NICU after birth accumulate 5X more healthcare costs over their first 18-24 months of enrollment than those who do not have to be admitted to the NICU as newborns.  
Source: [Petersen-KFF](#)

\$118K  
v.  
\$14K

On average, a child who was admitted to the NICU, Level 4, after birth incurs an average cost of \$117,878 in their first 18-24 months of enrollment, compared to \$14,268 over the same period, for those not admitted to the NICU as newborns.  
Source: [Petersen-KFF](#)

### Cost During 18-24 Months

