

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

1	2	3	4
Dedicated Obstetrical Nurse	High-Risk Screenings	Education & Resources	Postpartum & Well-Baby Follow Up
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 high-risk screenings help ensure the mother and baby are safe and supported. Early identification of potential concerns allows for timely intervention, and escalation 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).

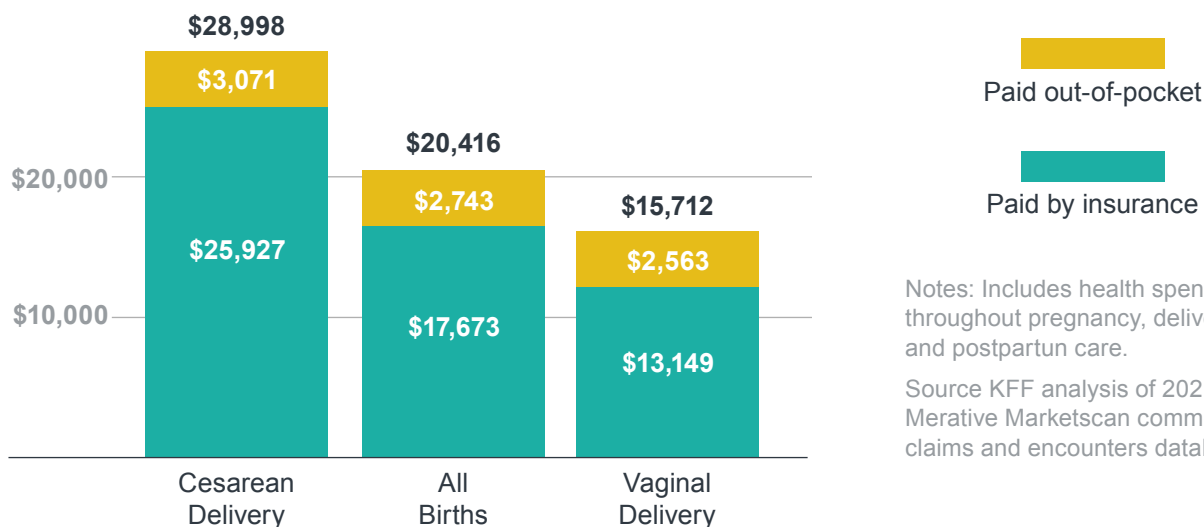
Proven Clinical Support Leads to Healthier Beginnings

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 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. In light of the average costs below, it’s easy to see why a proactive stance is essential.

Average costs for those with employer coverage who give birth, 2021-2023



NICU Costs – By the Numbers

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](#)

Rights & Responsibilities

ICM is your provider of medical management services and honors your rights and responsibilities as a plan participant. Please see your health plan document for complete information on your benefits and eligibility as well as your rights and responsibilities. For more information, you may contact your health plan sponsor or benefits department as identified on your plan ID card. Some Utilization Management services may be provided in conjunction with our partner organizations.