Comprehensive Maternity Management Program

- One in every eight babies born in the U.S. is born prematurely.\(^1\)
- Prematurity/low birth weight is the leading cause of death in the first month of life, and a major determinant of illness and disability among infants.\(^1\)
- In their first year of life, premature babies cost employers nearly 15 times more than full-term babies, with an average cost of $41,610 vs. $2,830.\(^1\)
- Premature birth is associated with a number of modifiable risk factors, including use of alcohol, tobacco or drugs, periodontal disease, stress and low weight gain during pregnancy.\(^2,3,4\)
- Early and regular prenatal care can help reduce the risk of premature birth, by identifying problems early.\(^1\)

While most women have a healthy, uncomplicated pregnancy, others may need specialized care to deliver a healthy baby. Through our Comprehensive Maternity Management program, CIGNA supports all our pregnant and pre-pregnant members, whether they simply need information about pregnancy and babies, or are identified as high-risk and need specialized case management. Our program includes pre-pregnancy and pregnancy education through our Healthy Babies program and web-based tools, identification of members with specialized needs, and referral to our High-Risk Maternity or Neonatal Intensive Care Unit (NICU) Specialty Case Management programs.

**EDUCATION AND WELLNESS**

- **CIGNA HealthCare Healthy Babies\(^6\)** program provides pregnant members with education on healthy behaviors during pregnancy. The Healthy Babies educational kit includes information on depression, stress, and dental care during pregnancy, as well as materials from the March of Dimes\(^6\), a nationally recognized source on pregnancy and babies. Participants also receive a list of online and telephone resources and information on how to use the CIGNA HealthCare 24-Hour Health Information Line\(^7\). Healthy Babies information is also accessible online through www.my.CIGNA.com.

- my.CIGNA.com, our personalized consumer website, provides a wealth of pregnancy-related information, including preparing for pregnancy, preventing pregnancy complications, depression and stress, dental care, what to ask during doctor visits, and more. And because having healthy behaviors before pregnancy means a woman may have a better chance to have a healthy baby, members can assess their risk for health problems and receive customized information to help them improve their overall health.

- **CIGNA HealthCare 24-Hour Health Information Line\(^7\)** Members can call this telephone help line 24-hours a day to speak to a registered nurse or listen to audiotapes on hundreds of topics, including dozens on pre-pregnancy, pregnancy and babies. To learn more about staying healthy during pregnancy, a member can select audiotape topics such as: Choosing an Obstetrician, Cesarean Sections, Eating Right during Pregnancy, Prenatal Care and Postpartum Blues.

- **CIGNA HealthCare Well-Being newsletter**, available to all members, publishes adult and child preventive health guidelines and other wellness information to help them stay healthy.

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IDENTIFICATION OF HIGH-RISK MEMBERS

As a core element of our maternity program, we actively identify members who may be at risk for pregnancy complications or prenatal admissions, and refer them to our High-Risk Maternity Case Management program for specialized intervention. Members are identified in a variety of ways, including:

- Requests for precertification of medical services that indicate pregnancy or home care needs.
- Discussions with a Health Advisor nurse when the member's benefit includes Health Advisor.
- Referrals from a 24-Hour Health Information Line nurse, when a member calls to enroll in Healthy Babies or seek medical intervention.
- Maternity-related inpatient admissions.
- Referral from a provider.
- Self-referral.

Infants who may need specialized care are also identified – usually before birth – by the High-Risk Maternity Case Manager – another significant advantage of our comprehensive maternity program. We also identify these infants through:

- The inpatient case management process.
- Direct referral from a provider.
- Discussions with a Health Advisor nurse when the members benefit includes Health Advisor.
- Referrals from a 24-Hour Health Information Line nurse, who may become aware of a newborn with special needs.

SPECIALTY CASE MANAGEMENT

High-Risk Maternity Case Management

This program is focused on proactively identifying pregnant women who are at high risk for pregnancy-related complications and prenatal hospitalizations because of co-morbid medical conditions, such as hypertension or diabetes.

Case Managers in this program are highly trained, experienced obstetrical (O.B.) nurses led by an O.B. medical director. Case Managers use condition-specific case management tools that provide guidance in assessment, intervention and documentation of key actions needed/taken to fill any gaps in care.

Program Components

- Enhanced tools for early identification and optimal management.
- An integrated approach that addresses medical, behavioral, pharmacy, dental, disability, and disease management needs.
- Prenatal and postpartum depression and stress screening and management.
- Information on oral health during pregnancy.
- Targeted health educational material for those with high-risk conditions.
- Seamless integration with, and referral to, the Neonatal Intensive Care Unit Specialty Case Management program.
- Monthly grand rounds with the OB Medical Director for review of specific cases and ongoing case manager education.
Neonatal Intensive Care Unit (NICU) Specialty Case Management

This program is designed to achieve superior outcomes for our smallest members, whose hospital stays can often be prolonged, traumatic, and expensive. Because we involve NICU specialty nurses and neonatologists, we are able to go beyond the efficient arrangement of services and develop an appropriate care plan.

Through this program we seek to appropriately reduce the length of stay for infants in the NICU by resolving barriers to discharge and facilitating parental education and use of community resources. Our specialty nurses also continue to follow these infants after they are discharged, as long as the need for case management continues.

Program Components

- Enhanced case management tool that assists the case manager in facilitating a safe, timely discharge
- Focus on care plan progress and the ability to identify and facilitate safe and timely discharge
- Ensuring communication for the transition of care to the receiving pediatrician
- Specialized training and resources for case managers
- Monthly grand rounds with the NICU Medical Director for review of specific cases and ongoing NICU case manager education.

The Value of CIGNA’s Comprehensive Maternity Management Program

Tracey Miller, who is slightly overweight and pregnant, has just been told by her obstetrician that she has gestational diabetes. She had previously received the CIGNA HealthCare Healthy Babies educational kit, but is very concerned about this news and is not sure what to do. She calls the CIGNA HealthCare 24-Hour Health Information Line nurse, who provides information and resources, then refers her to CIGNA’s High-Risk Maternity Case Management program. The maternity nurse case manager reaches out to Tracey within 24-48 hours and conducts an in-depth, high-risk maternity assessment. The nurse then works with Tracey and her doctor to develop a care plan with specific interventions to help Tracey control her gestational diabetes and manage her weight.

Tracey’s diabetes is controlled and she is able to keep her weight within an acceptable range, but she eventually develops high blood pressure and pre-eclampsia. As a result, she delivers her baby eight weeks before her due date. Tracey has no more complications, but her premature baby has underdeveloped lungs and needs special care in the Neonatal Intensive Care Unit (NICU). The maternity nurse case manager immediately contacts CIGNA’s NICU nurse case manager, who works with CIGNA’s neonatologist, Tracey and her family, and the baby’s pediatrician to facilitate a safe, timely discharge for the baby.