

5 ways digital health will help you meet your critical business objectives



Traditional health plan maternity care management strategies were designed to meet the needs of an older generation that relied on telephone calls and information received via mail. However, with millennials becoming the largest and most powerful healthcare-consuming generation in the United States, these care management strategies have become largely ineffective in mitigating rising maternity costs and engaging members.

The need for impactful maternity care is greater now than ever before, as millennials are waiting longer to start a family and increasing their risk for pregnancy related complications and expensive fertility treatments. Employers are realizing that their health plan is failing to contain costs and engage participants, and are looking to augment their maternity management programs with proven, comprehensive digital maternity solutions.

Ovia Health's solution uses machine learning to deliver daily customized interactions throughout each stage of the parenthood journey. Leveraging our ability to quickly engage women and keep them participating throughout the fertility and pregnancy process, we improve clinical outcomes, reduce costs, and provide a significant corporate culture value add.

the impact of Ovia Health



14 MILLION
families
supported



38%
of U.S.
births impacted



#1
health app for
5 years running



95%
consider Ovia
a trusted source

here are 5 reasons why partnering with Ovia Health will transform the way health plans provide maternity care:

1. Alignment with millennial engagement preferences
2. Risk mitigation through early identification and intervention
3. Supporting health plan care managers so they can support your population
4. Improved outcomes and cost savings
5. Cost-effective solution that easily pays for itself

1. alignment with millennial engagement preferences

Millennials rely on their mobile devices almost exclusively to connect with the world. They use apps to manage their lives and want immediate access to personalized information to make decisions. If these criteria aren't met, it's virtually impossible to get their attention. Health plans rely on telephonic outreach using outdated claims to identify women at risk. This strategy fails for two reasons – millennials don't respond to telephonic intervention, and old claims data doesn't align with their need for on-demand access to information.

Ovia Health is able to engage women early in the pregnancy journey and sustain engagement by delivering personalized and timely messaging that millennials want and expect. Members interact with Ovia Health an average of 30+ times each month and 95% of women consider Ovia Health a trusted resource. Simply put, Ovia Health is the most recognized and trusted health brand for this population.

Women interact with Ovia Health on an **average of**



30+
times a month

2. risk mitigation through early identification and intervention

The only way to mitigate risk is to engage women early in their pregnancy, and to keep them engaged. Ovia Health has a first-trimester engagement rate of **78%**, significantly higher than **other benefit offerings**. Compare this number to the single-digit engagement rate of your plan's maternity management program. Ovia Health is able to sustain engagement because participation is self-driven. Our content changes daily, is personalized, fun, engaging and meaningful – everything a millennial expects from an app – and health – experience.

Unlike the process of gathering important clinical information during a single interaction with a health plan care manager, women are encouraged to update their health information within the app continuously. Ovia Health evaluates this new data automatically to identify potential risks in real-time. Often, conditions like mental health (rarely screened for in primary care) are identified as well. In-app coaching alerts are sent immediately for any health risk, suggesting a consultation with a clinician.



3. improved outcomes and cost savings

By closely collaborating with your health plan, Ovia Health helps care managers contain costs for covered beneficiaries by:



Identifying high risk maternity members early in the pregnancy



Serving as a lead generator for members with costly co-morbid conditions

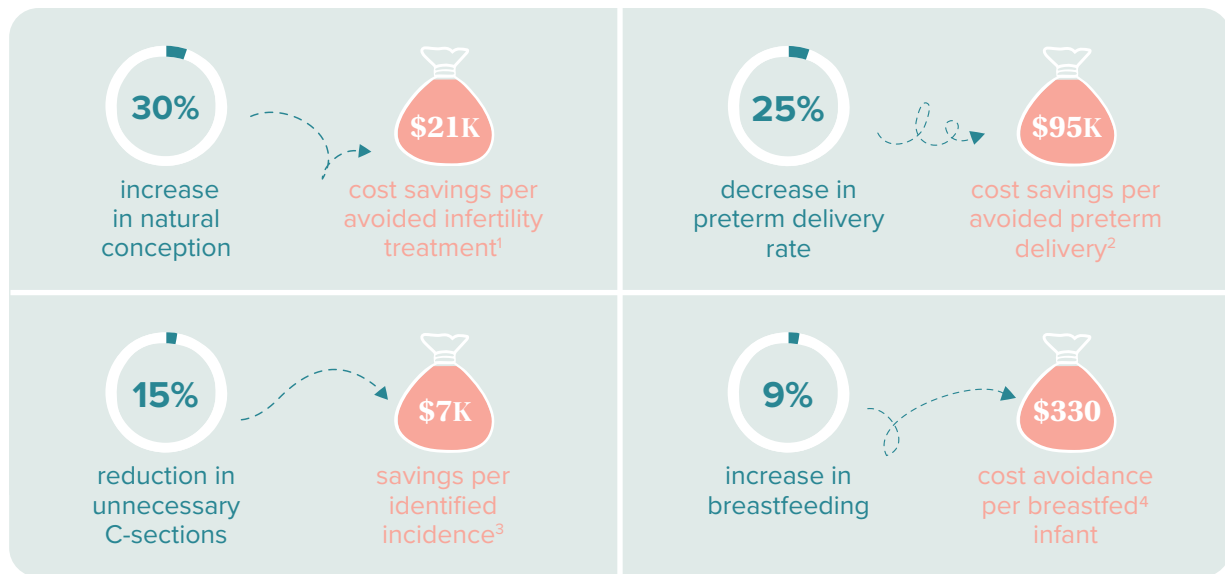


Sharing valuable member-level insights to guide decision making

Because Ovia Health collects new clinical information daily, Ovia Health can become an important source of data to improve the efficacy of your plan's care management strategy.

4. supporting health plan care managers so they can support your population

Ovia Health's daily and highly personalized messaging, easy access to tools and resources, ease and availability of in-app coaching, and delivery of physician-developed clinical, health, and wellness programs is proven to drive better outcomes. Analyzing data from our 14M members to date, we know we are reducing costs and improving outcomes:



5. cost-effective solution that easily pays for itself

Even though the partnership with a health plan includes care management, adding Ovia Health is a sound business investment for employers. **The solution easily pays for itself by virtue of preterm delivery and fertility treatment cost avoidance.** Savings methodologies are conservative and transparent, and Ovia Health is careful not to assume savings from other employer sponsored benefit programs.

enhancing your plan's maternity management program by partnering with Ovia Health just makes good business sense.

Learn more about Ovia Health

Email healthplans@oviahealth.com and visit oviahealth.com

¹ Ovia Clinical Affairs and Calculated using Fertility and Sterility [http://www.fertstert.org/article/S0015-0282\(10\)02812-8/fulltext](http://www.fertstert.org/article/S0015-0282(10)02812-8/fulltext)

² Ovia Clinical Affairs and <https://www.cdc.gov/reproductivehealth/maternalinfanthealth/pretermbirth.htm> and <https://www.ncbi.nlm.nih.gov/books/NBK11362/>

³ Ovia Clinical Affairs and <https://www.cdc.gov/nchs/fastats/delivery.htm>

⁴ Ovia Clinical Affairs and <https://www.healthyparticipants.gov/2020/topics-objectives/topic/maternal-infant-and-child-health/objectives> and <https://www.ncbi.nlm.nih.gov/pubmed/10103324>