

# Moving Maternal Health Forward

## Maternity by the Numbers



At ProgenyHealth, we are committed to partnering with health plans to achieve better maternal and infant health outcomes. Informed by over two decades of experience, our Maternity Case Management program combines timely risk identification and stratification, case management, and postpartum support to proactively reduce unnecessary ED utilization, preterm births, and hospital readmissions. Below are some of the proven results for our Maternity program.



**30%**  
of our enrolled members utilize the mobile app

### Program Enrollment

**70%**  
of members who are successfully contacted enroll in the program

**~25%**  
of members enroll when postpartum

**90%**  
of enrolled members are risk assessed—including for depression and SDOH

**50%**  
of enrolled members are in their 1st and 2nd trimester

### Program Outcomes

**23%**  
reduction in preterm births for our managed population

**16%**  
reduction in ED utilization for our managed population

**70%**  
of our postpartum members schedule a postpartum appointment



# Profiles in Partnership

With more than 20 years of experience in the maternal and infant health space, ProgenyHealth understands the power of collaboration. By partnering with health plans and their members, we build trusted relationships that drive better experiences and outcomes. Below are four examples of ways ProgenyHealth has gone beyond the traditional case management role to create success for those we serve.

## Monitoring for Risk Prevents Preterm Birth Complications

A pregnant member was referred to ProgenyHealth's Maternity Case Management program and enrolled at the end of her first trimester. Based on initial risk screening, her pregnancy was considered low-risk, but this changed after about 3 months.

The member had recently undergone a routine gestational diabetes test, but hadn't received the results. The Case Manager helped her contact her physician's office about her results, which confirmed that she had gestational diabetes. Recognizing the increased risk, the Case Manager re-leveled her as high-risk and provided extensive education on managing her blood sugar levels through diet and regular monitoring. They maintained regular communication to monitor her glucose levels and ensure compliance with her personalized care plan.

Thanks to this sustained connection, the member vaginally delivered a healthy baby at 39 weeks. The baby weighed 6 lbs 4 oz and did not require a NICU admission. According to the March of Dimes, diabetes is a leading cause of premature births and NICU admissions, making this outcome particularly noteworthy. Grateful for the support and positive outcome, the member expressed her appreciation by naming her baby after the Case Manager.

## Optimizing Health Plans Benefits Improves Member Access & Experience

A national health plan in the southeast made improving maternal and infant health one of their top priorities. ProgenyHealth's Maternity Case Management program served as the centerpiece by delivering a comprehensive, whole-person solution from pregnancy through delivery – including NICU Care Management if warranted – through one year of life.

To further complement the program and provide the best member experience, the health plan asked ProgenyHealth to cultivate relationships with other current and prospective single-point solutions and community organizations in the maternal and infant space. With the health plan leading the way, ProgenyHealth consulted on the best ways to incorporate additional benefits and resources into the operational workflow to ensure continuity of care and create a cohesive experience for members across various vendor solutions.

This collaborative approach makes it easier for ProgenyHealth's Case Management team to refer members to the benefits they need quickly. Members can also find and use these third-party benefits through the Resources page on ProgenyHealth's maternity mobile app. By making these benefits more known and accessible, ProgenyHealth helps members get the most out of them and improve their long-term health.

## Health Plan Collaboration Improves Medicaid Member Outreach & Engagement

A regional health plan needed to drive awareness and stimulate enrollment in the ProgenyHealth Maternity Case Management program. ProgenyHealth's Marketing & Communications team created a co-branded campaign aimed at helping Medicaid members understand the program's benefits and making it easy to enroll through a mobile app. To help alleviate the burden on the health plan, ProgenyHealth developed and managed state approvals on all campaign components including flyers, postcards, web content, social posts, and more. Once approved, the health plan deployed the campaign through their various communication channels. Nearly 1,667 members enrolled in the first 90 days via case management outreach and the mobile app – with an average of 620 enrollments per month in the program over the course of the first year.

In year two, the health plan's population health management team saw an opportunity to create a personalized member journey campaign to further strengthen member enrollment and engagement in the program. ProgenyHealth developed texts and emails with trackable links to the mobile app, which the health plan deployed through their member relationship management platform. Messages dovetailed with traditional marketing and drove new spikes in mobile app downloads by 220% by both potential new members to the program and those already enrolled.

## Strengthening a Health Plan's Case for Maternal & Infant Care Quality

A large health plan in the southwest sought URAC reaccreditation and NCQA accreditation for the first time. While the plan had a history of high-quality care management broadly, they needed to strengthen their position related to maternal and infant health for formal reviews by both organizations. At the client's request, ProgenyHealth helped the health plan prepare.

First, ProgenyHealth directed all resources toward implementing its Maternity Case Management program in record time to meet the NCQA lookback period of 6 months. When sessions were later scheduled, ProgenyHealth's Compliance & Quality, along with its Utilization and Case Management teams, participated in desktop reviews. Auditors cited ProgenyHealth's outstanding presentation, thorough documentation, assessments, and plans of care, and formal reaccreditation and accreditation quickly followed. The health plan acknowledged the collaborative contributions to the process and the positive impact that ProgenyHealth's experts had on the outcome.

## Give Your Maternity Members Better Outcomes

Learn how we support your member's maternity journeys while improving outcomes and optimizing maternity economics.

Call **610-832-2001** and then press **5** or email us at [contact@progenyhealth.com](mailto:contact@progenyhealth.com)