



Healthy babies start with healthy moms

Future Moms offers personalized support through birth and beyond

Each pregnancy is unique. That's why Future Moms offers personalized support for pregnant members, starting at the beginning of pregnancy and continuing after birth. Participants get education and coaching to help them make healthier decisions during pregnancy. This keeps them out of the hospital, reduces neonatal intensive care unit (NICU) admissions and helps keep medical costs down.

Future Moms nurse coaches provide customized support so members understand what's best for them and their babies. Nurse coaches:

- Check for risks and manage members based on risk level.
- Provide case management for high-risk participants.
- Give moms-to-be information on healthy eating and exercise during pregnancy.
- Provide prenatal education and information on labor options.
- Refer members to specialists, such as pharmacists, nutritionists or others, as needed.
- Help smokers quit, if needed.
- Screen for depression during and after pregnancy.
- Answer questions during pregnancy and after the baby's birth.

90% of participants said the program information and tools helped them manage a healthy pregnancy¹

Integrate with other plans for a total health solution

Include Future Moms with Blue Cross and Blue Shield of Georgia behavioral health, disability, dental and vision plans. It's a smart way to increase member engagement and address the total health care needs of moms-to-be.

The numbers speak for themselves!

A recent study showed that Future Moms participants are getting the help they need, resulting in:

- 30% less emergency room visits than those not in the program.²
- Babies born to Future Moms participants spending 25% less time in the NICU, leading to a 50% reduction in NICU costs.²



¹ Internal Health and Wellness Solutions Member Satisfaction Study, 2014.
² 2013 internal data utilizing 450,000 members.