

Improve outcomes and reduce costs for women and families



The journey to having a baby can sometimes be a challenge. As women delay motherhood, many difficulties can arise before, during and after pregnancy.

For example, 17% of women use fertility services today, and that number is projected to go up.¹ Also, maternal and newborn care are costly. The cost of a premature birth are 12 times higher than a full-term baby.²

Optum® Women's Health Services offer a flexible continuum of care – from preconception through the first year of life – that improves outcomes for families and reduces costs. Our integrated health solutions create a streamlined and positive member experience by identifying risk factors, educating mothers and families, improving birth weights and reducing complications.

Our solutions empower members to take ownership of their own health by:

- Engaging members when and where it's convenient for them
- Enrolling the right people at the right time with effective strategies and information
- Guiding members to the right provider, care, medications and lifestyle
- Providing meaningful interactions through trusted relationships



Why Optum Women's Health?

30+ years of experience

3M+ pregnancies touched³

2.2M+ fertility, maternity and NICU cases managed³

2.3:1 ROI³

96% of members reported being very satisfied with their nurse across all Women's Health Services products⁴

Fertility Solutions

Fertility Solutions guides members through the fertility landscape to align the right treatment at the right time. We provide education and counseling through individualized case management, medical and pharmacy utilization management and a specialized, contracted Fertility Centers of Excellence (COE) network. This program improves treatment efficiency, maximizes pregnancy outcomes and helps reduce instances of multiple births.

Maternity Program

Identifying pregnancy risks early is critical to lessen the likelihood of a pre-term birth or birth complications resulting in a neonatal intensive care unit (NICU) stay. The Maternity Program identifies these risks early and supports women with high-risk conditions. We deliver an individualized case management care plan and connection to resources for each participant.

OB Homecare Services

OB Homecare Services provide members with high-risk pregnancies skilled nursing care at home upon physician referral. Program goals are to reduce maternal emergency room, antepartum hospital use, preterm births and NICU admission. Services include preterm birth prevention, including weekly medication administration, nursing and care management, nausea and vomiting management with continuous antiemetic therapy via micro-infusion pump with nursing and pharmacist support, diabetes in pregnancy and hypertensive disorders of pregnancy (preeclampsia) with device integration.

Neonatal Resource Services

Neonatal Resource Services improves outcomes of infants admitted to the NICU or other specialty care. We collaborate with providers and families in care planning, coordination of care and discharge planning. Our program offers support to families up to 30 days post-discharge and up to one year post-discharge for complex cases.

Specialized clinical care team

Our holistic approach to addressing women's health offers multiple advantages to members. Every nurse strives to provide an integrated experience that is built on trust, experience and compassion.



Our specialized clinical care team includes:

- Board-certified medical directors
 - Reproductive
 - Endocrinologists
 - Neonatologists
 - OB/GYNs
- Case managers with 10+ years of specialty expertise
- Clinical pharmacists
- Social workers

To learn more about Optum, contact your Optum sales representative.



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Sources

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