

Personal support for every pregnancy

Future Moms connects moms-to-be with help through birth and beyond

Each pregnancy is unique. That's why we are reimagining what's possible for every moment of health. Future Moms addresses all types of pregnancies to support pregnant members, starting at the beginning of pregnancy and continuing after birth. Participants receive tailored 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 parents-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, dietitians, 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.



Future Moms participants experience

31% lower

NICU spend

10% lower

C-section rates

6% fewer

preterm births

Sources:
Program evaluation results September 2020.
Internal Future Moms Satisfaction Report for 2019.



Integrate with other plans for a proactive whole-health solution

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

Breastfeeding support from home

Future Moms with Breastfeeding Support on LiveHealth Online offers parents online visits with a lactation consultant, counselor, or registered dietitian through private and secure video using their smartphone, tablet, or computer. These professionals can offer guidance to new parents with things like getting baby to latch properly and different nursing positions, low milk production, formula feeding, nutrition when breastfeeding, introducing solids, and weight loss after delivery.

The best part? There's no extra cost.

Online visits using Future Moms with Breastfeeding Support on LiveHealth Online are available at no extra cost to you or members. It's already included in the Future Moms program.

LiveHealth Online provides parents with support for up to a year after a new baby arrives.



**Remind
employees
about
Future Moms**

Please be sure to promote the Future Moms program and Breastfeeding Support with LiveHealth Online. It's one more way you can help employees who are considering adding to their family feel confident in their care.



LiveHealth Online is the trade name of Health Management Corporation, a separate company, providing telehealth services on behalf of Anthem Blue Cross and Blue Shield.

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. Copies of Colorado network access plans are available on request from member services or can be obtained by going to anthem.com/co/networkaccess. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare Health Services Insurance Corporation (CompCare) or Wisconsin Collaborative Insurance Corporation (WCIC). CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.