

Pregnancy Health Management Program

We want to help keep your pregnant Unison Health Plan patients healthy.

Facts

Many of our members are females of childbearing age. An increasing number of women are waiting until the third trimester to seek prenatal care. Maternal mortality occurs in 6 of 100,000 births, and prenatal mortality occurs in 17 of 1000 deliveries in the United States. The incidence of premature and low-weight infants and the related complications are also of great concern. It is therefore important that your patients are offered assistance in managing their pregnancy.

The Pregnancy Health Management Program exists to help your pregnant Unison Health Plan patients achieve the best outcomes possible.

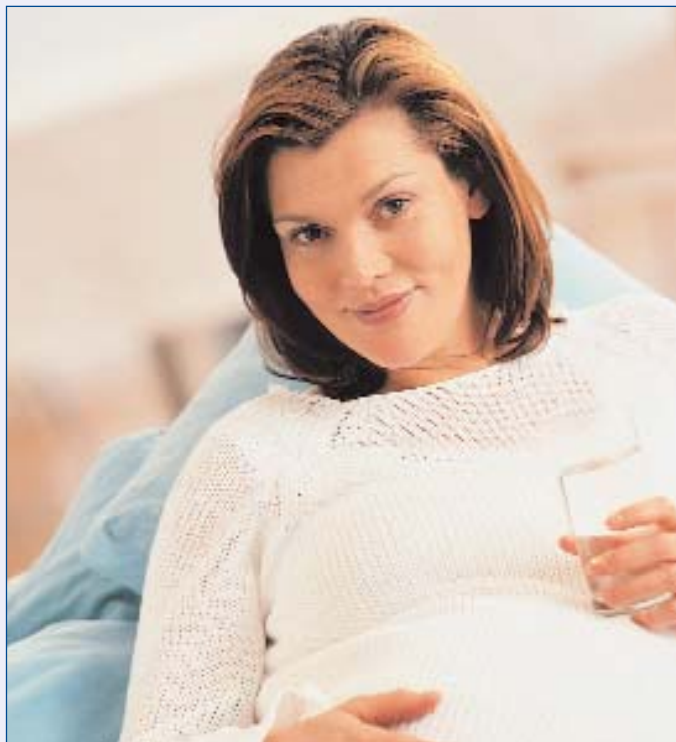
What does the program offer your patients? The program offers support and assistance to pregnant members and stratifies them by levels of needed service. Members who require minimal assistance will be offered the services of our Miracles Program. A Miracles 'buddy' will encourage your patient to receive prenatal care and answer basic questions about pregnancy. They also offer smoking cessation information, help with transportation to office visits, and provide educational materials. Incentives are available to members that attend all of their prenatal appointments. All members receive a postpartum checkup reminder and are eligible to receive an additional incentive if they go to the exam.

Members identified as high-risk, through review of the OB Needs Assessment Form, will receive all of this, plus Case Management services. The OB Needs Assessment Form can be found on the Unison web site at www.unisonhealthplan.com.

Case Management supports and encourages the prenatal care you offer, thus contributing to a healthy outcome for the high-risk mom and her baby. Should a member's condition change during the course of

her pregnancy, a revised OB Needs Assessment Form can be submitted so that the member can be re-reviewed for Case Management services.

The Case Managers will perform an educational assessment, and customize the program to your patient's needs. The Case Managers, who are obstetrically trained registered nurses, will supplement your prenatal care plan by promoting the member's adherence to your recommendations and encouraging healthy behaviors.



Working Together for Better Health
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Case Managers can help with referrals to community resources and discuss signs of complications. The Case Managers also can provide support through our Special Needs Unit to address behavioral health or other social issues.

How do your patients become eligible to participate?

In order to identify members who are pregnant, Unison Health Plan uses data from claims that have been paid. These claims identify events associated with pregnancy. They include pharmacy data for medications as well as claims for practitioner visits for prenatal care. By faxing the OB Needs Assessment Form, you will also be identifying a member that is pregnant and eligible to enroll. Also, any pregnant member can call Member Services and ask to be included in the Program.

How do we exchange information about your patients?

If you have a member enrolled in Case Management, you will receive a letter informing you that the member is enrolled in the program. The Case Manager assigned to your patient will provide you with his/her direct phone number in that letter. The OB Needs Assessment Form, as supplemented by direct communications with the practitioner, provides information about the member's needs to coordinate the Plan's services to enhance your care plan.

What if your patient does not want to be in the program?

All members that are identified by claims and pharmacy use or by their physician are eligible for the Pregnancy Health Management Program. Any member who does not wish to participate in the program can decline enrollment.

How can my patient be included in the program?

Your Unison Health Plan patients will be automatically enrolled in the Pregnancy Health Management or Case Management Programs or both, as applicable, upon receipt of a completed OB Needs Assessment Form. The assessment can be faxed to us using the number identified on the form.

If you have any questions about the services available to your Unison Health Plan patients through the Pregnancy Health Management or Case Management Programs, please call the Provider Services Department at 1.800.600.9007

