

Maternity management

Knowledge and support for a great start to motherhood



Healthier women are more likely to have healthy babies. That's why it's important to provide support to women before they become pregnant and throughout their pregnancy.

UMR's maternity management program provides information and coaching to women considering having a child, prenatal education and guidance to those expecting, and high-risk pregnancy identification to help expectant mothers carry their babies to term. The result is an increased number of healthy, full-term deliveries, and a decrease in costly, extended hospital stays.

Proactive identification and enrollment

UMR offers pre-pregnancy coaching to engage women while they are planning or considering a future pregnancy. Members self-enroll in the program and complete a comprehensive assessment with a nurse case manager to determine their risk level. They receive information based on their needs and are encouraged to participate in maternity management when the time arrives.

Members may self-enroll online at umr.com or by calling our toll-free number. We also identify participants through sources such as claim triggers, utilization review and other program referrals.

Once enrolled in the program, expectant mothers are contacted by nurse case managers who have extensive clinical backgrounds in obstetrics/gynecology.

The nurses complete an assessment to determine the mother's risk level, if any, and provide her with timely education, follow-up calls and support based on her personal situation.

The nurses repeat this process each trimester and monitor the mother's progress to determine if she has moved into a high-risk pregnancy situation. After delivery, mothers are contacted one more time to make sure there are no postpartum issues.

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Risk-reducing intervention

If an expectant mother is identified as high-risk, she will be placed into our case management program. The nurse case manager will monitor her condition and claims and keep the group informed of high-cost situations. The mother will also receive educational information and support, as dictated by her specific condition. The case manager will work to reduce claims costs throughout the high-risk pregnancy and post-delivery period.

Effective incentives

To encourage members to enroll early on, UMR offers an incentive for participation as well as successful completion of the program.

All members who join the maternity management program during their first or second trimester are eligible to receive a gift of their choice. Participants may choose from a selection of high-quality books and other materials containing helpful information about pregnancy, pre-term labor, childbirth, breastfeeding and infant care.

Members who enroll during their first or second trimester and successfully complete the program are eligible to receive a UMR-funded \$25 gift card. Members who wait until their third trimester to enroll are encouraged to join the program and receive the educational offerings, but are not eligible for the program gift card.

Additionally, UMR customers have the option of funding additional rewards directly into their consumer-driven health reimbursement account (HRA) or health incentive account (HIA) plans. These accounts are an ideal way to provide incentive rewards and create a seamless member experience.

Healthful results

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For more information about the maternity management program, contact your UMR representative.



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