

When you know more, you can make a bigger impact

Pregnancy can be a particularly stressful time for members—especially for high-risk and first-time parents. A Maternal Health care program can send members timely health information and give them access to care teams in one app.

Wellframe's Maternal Health programs help members understand what they can expect during pregnancy, their benefits, and warning signs to watch for. Plus, care managers have more time to support high-need members and extend their impact.



The opportunity for health plans

Managed Care Organizations have an opportunity to provide **more frequent, holistic and accessible support** to improve birth outcomes and help reduce health inequities.

According to The Commonwealth Fund

>40%

of births are insured by Medicaid

66%

of Black mothers are insured by Medicaid

700

pregnant women die annually due to complications

4 in 5

Pregnancy-related deaths are preventable*

*Centers for Disease Control and Prevention

The Solution

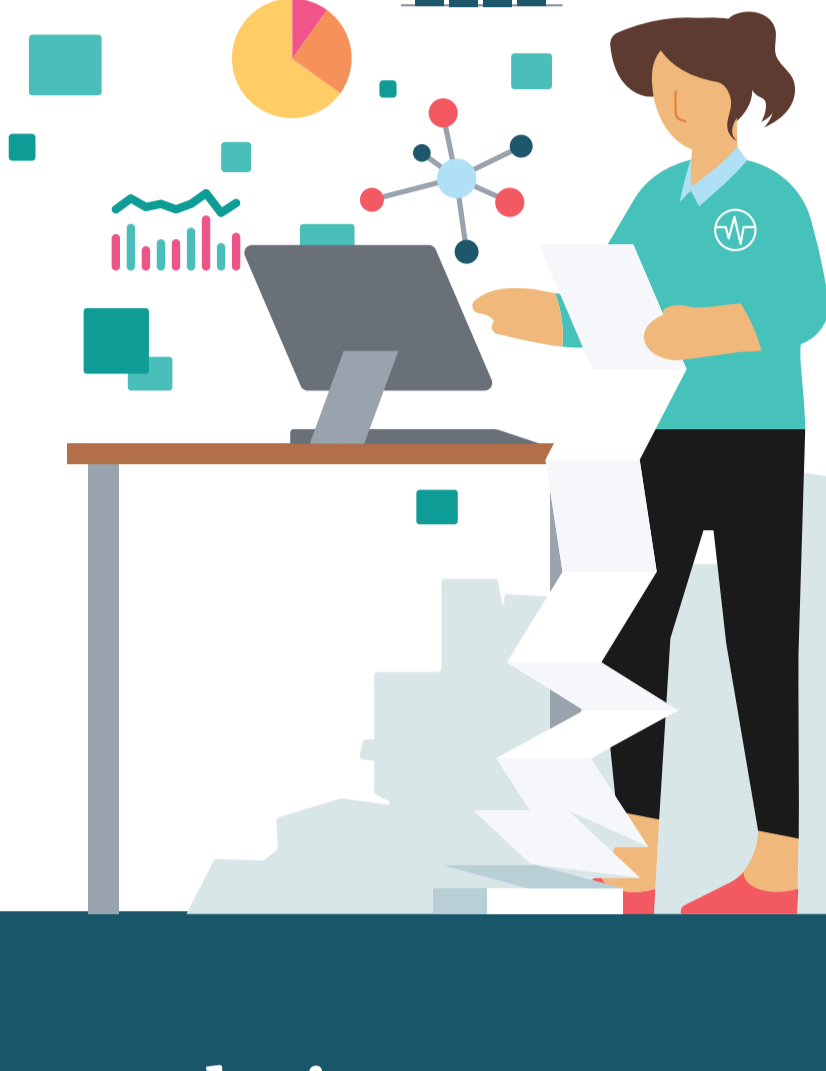
The data generated by Wellframe's platform offers an unparalleled view into the needs of member populations and how to promote better birth outcomes.

Wellframe's data scientists **uncovered trends** from thousands of women who:

- Were on Medicaid while pregnant
- Used Wellframe starting at least 4.5 months prior to due date
- Had a live birth before Feb. 1, 2020

Based on these insights, **three ways to improve birth outcomes** include:

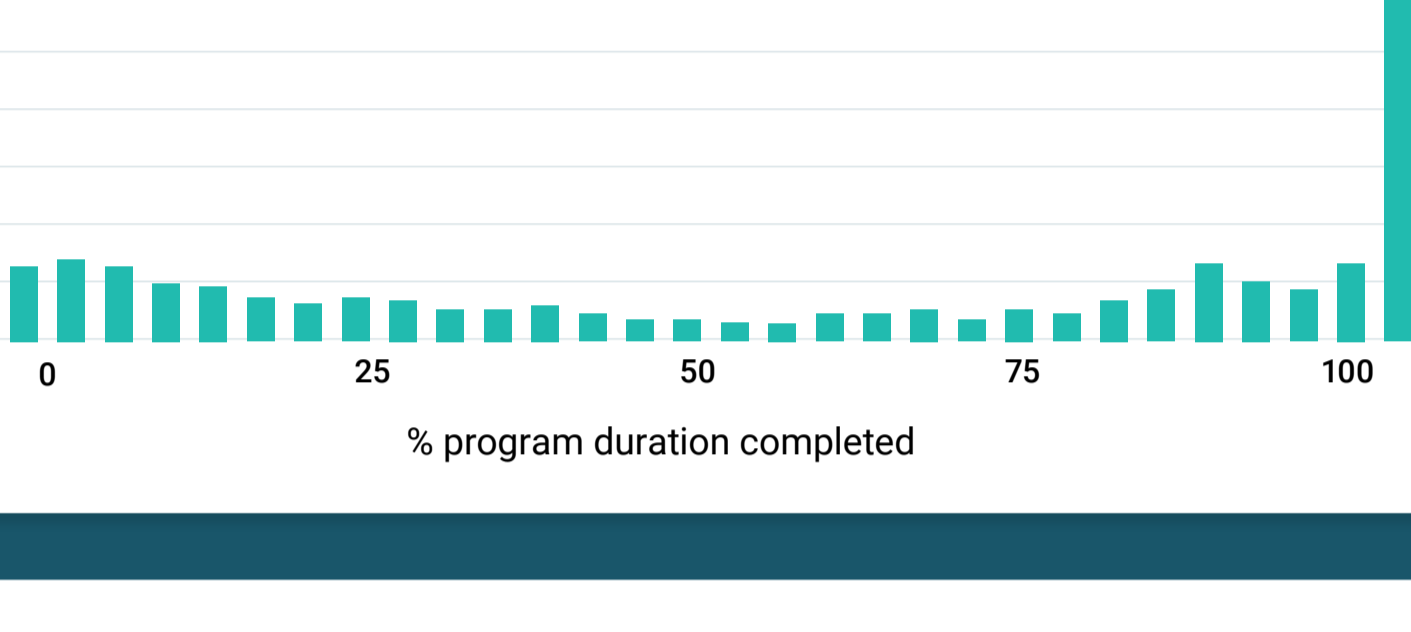
- Engage underserved populations
- Meet high-risk members where they are
- Uncover whole-health needs by reimagining relationships



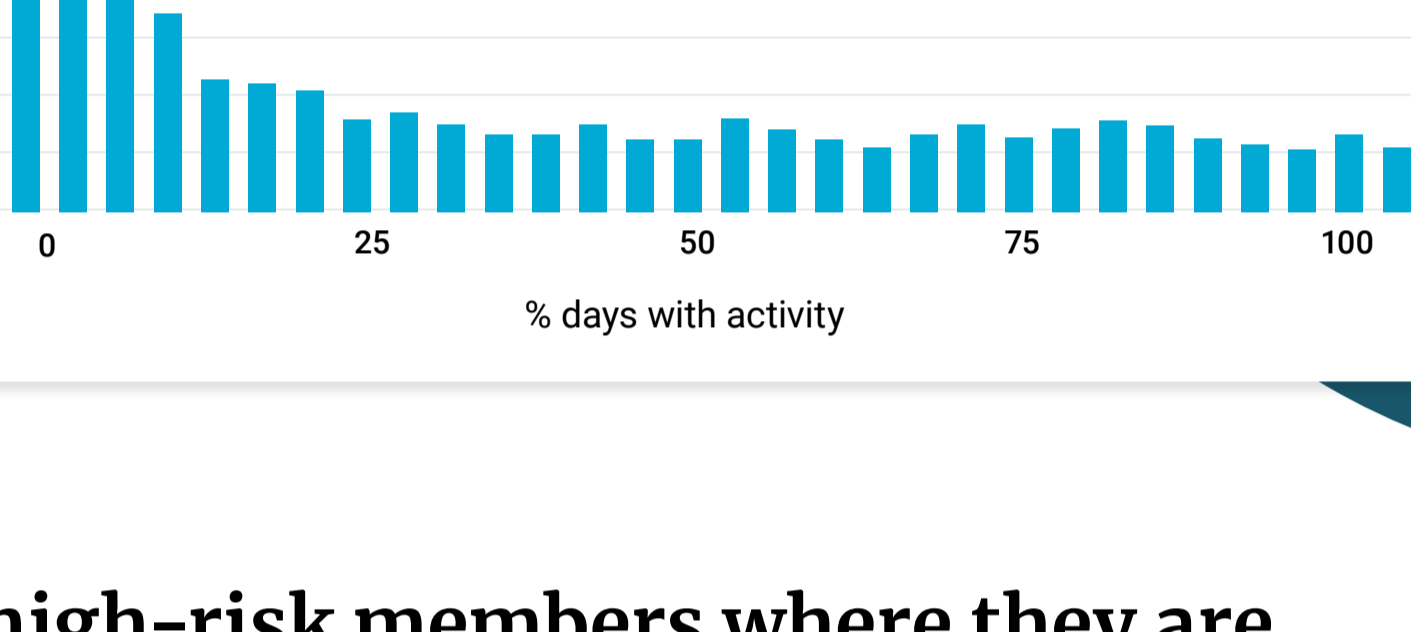
Engage underserved populations

There's a misconception that higher-risk populations won't engage with a digital platform. In fact, they're actually the population most receptive to it.

More than half of the women used Wellframe throughout the majority of their pregnancy

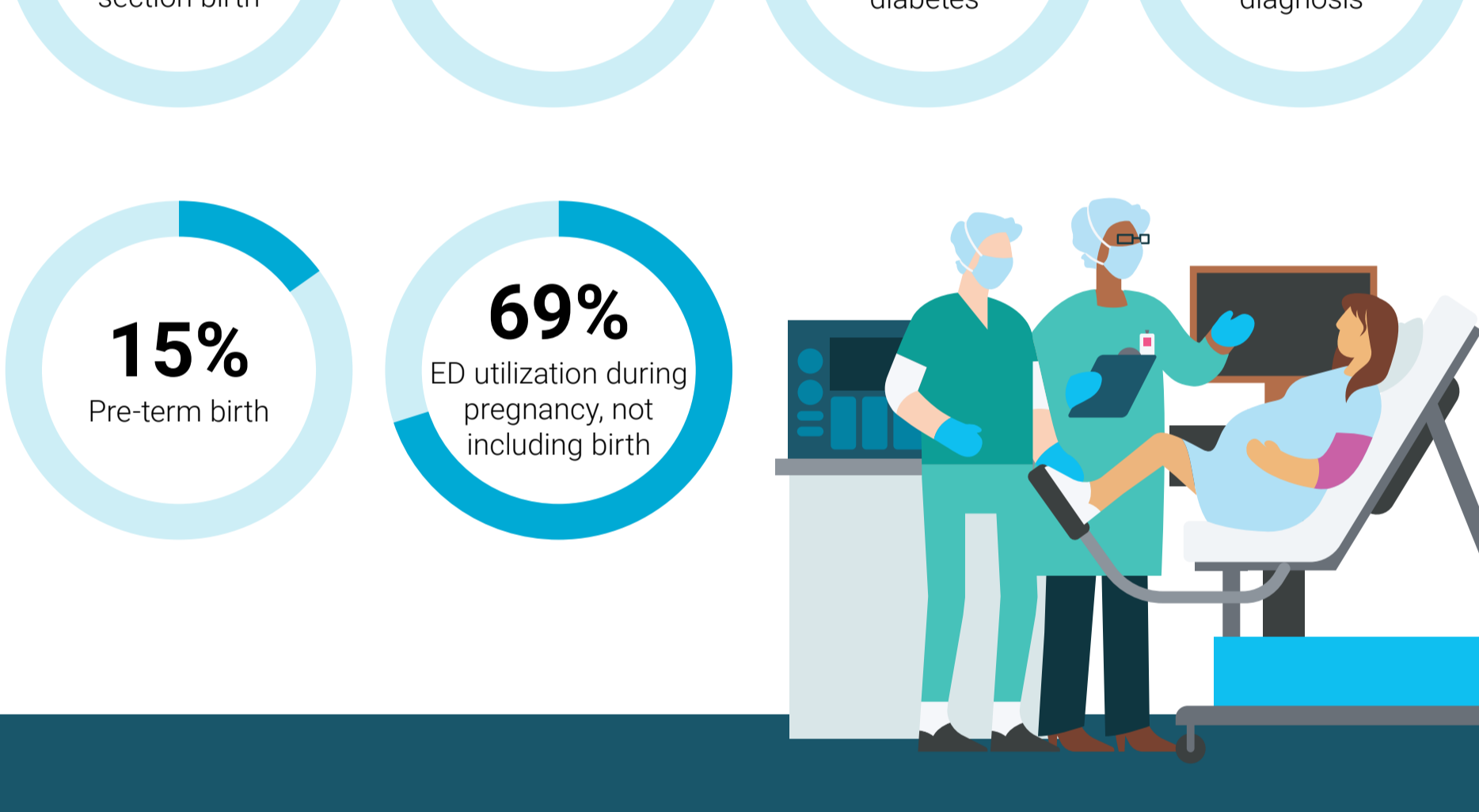


More than half of women used Wellframe several times per week



Meet high-risk members where they are

Of this sample population, approximately **62% experienced a high-risk pregnancy**. High-risk members also demonstrated the most engagement.



Uncover whole-health needs by reimagining relationships

By meeting members where they are and engaging them on their terms, care teams can **forge meaningful, ongoing relationships**.

The result: Members feel more comfortable opening up, and may be willing to share details they would be uncomfortable discussing over the phone.



Members are looking for support beyond health and care

According to member interactions on the Wellframe platform:

- 6.2%** **Didn't have basic supplies** they need for their baby, such as clothes, diapers, a car seat, and a safe space to sleep
- 27.8%** **Don't always have enough money to buy food**
- 8.7%** Sometimes have **problems with getting transportation** to medical appointments
- 6.2%** Experienced **problems getting prescriptions** for medication or equipment filled for financial reasons or otherwise

Help members get the mental and behavioral health support they need

According to member interactions on the Wellframe platform:

- 57.5%** of members who message about depression and/or anxiety **have not been diagnosed with depression and/or anxiety**
- 26%** of behavioral health conversations were about **anxiety**
- 25%** of behavioral health conversations were about **mental health counseling**
- 19%** of behavioral health conversations were about **depression**

The Wellframe approach

We combine technology, content, integrations, data science and analytics, and customer partnership to enable the person-to-person connections that make healthcare work best. Our Digital Health Management platform positions health plans to become trusted allies for their members through multi-channel communication strategy. Members have a single mobile access point to find the health resources they need, or reach out to their care teams. With this integrated solution, care teams can be more proactive in coordinating care that addresses holistic member needs, at scale.

- Platform**
 - ✓ Mobile app & web-based dashboard
 - ✓ Two-way HIPAA-compliant chat
 - ✓ Member checklist
 - ✓ Staff alerts & insights
 - ✓ Medication & appointment reminders
 - ✓ Biometrics tracking
 - ✓ Library of on-demand resources
- Account**
 - ✓ Account management
 - ✓ Customer support
 - ✓ Member marketing
 - ✓ Digital adoption playbook

Would you like to learn more about how to encourage digital adoption and deliver greater value at your health plan?

