

Regence BabyWiseSM

Healthier starts. Healthier babies.

In addition to being dangerous for babies and hard for parents, pre-term birth is also a major financial drain on business. In the United States, premature delivery places a multibillion-dollar burden on business, with employers billed more than \$12 billion annually.¹ But many premature births can be prevented. Early and continuous prenatal care often provides the best outcome. That's why we offer BabyWise.

BabyWise is not insurance but is offered in addition to your medical plan to help your employees get information and support when they need it.

Information and quick action are vital

A key to preventing premature birth is knowing how to prevent and recognize signs of pre-term labor. For that reason, BabyWise offers expectant moms with normal and high-risk pregnancies tools they need to increase their chances of having a healthy, full-term baby. Each participant receives:

- ▶ Regular contact from an assigned program nurse (if high-risk)
- ▶ Guidance through the health care system
- ▶ Reinforcement of her doctor's care guidelines
- ▶ Access to our app, Due Date Plus for Regence
- ▶ Access to a nurse by telephone 24/7

Early enrollment is key

BabyWise works best when the mom-to-be gets started at the beginning of her pregnancy. That's why we rely on claims information, customer service referrals and self-referrals to get your expectant moms enrolled as soon as possible. Worksite promotion of the program is also critical for raising awareness and encouraging early enrollment.

Regence BlueShield serves select counties in the state of Washington and is an Independent Licensee of the Blue Cross and Blue Shield Association

Each premature baby costs employers an additional \$50,000 in newborn health care costs. With one in nine babies born prematurely, employers spend more on that one baby than on the remaining eight babies combined.²

We've added an app

Due Date Plus for Regence is free to download. Our smartphone app helps members track milestones, identify health symptoms or issues, learn about BabyWise, and stay healthy by setting up reminders and using helpful tools right on their phone. The app includes a click-to-call feature, so we're always just a phone call away. It also provides Regence with more detailed information to assess member risk sooner. Search for Due Date Plus for Regence in the app store.

Moms and dads love BabyWise

The feedback from participants is clear—parents-to-be appreciate the support they receive from BabyWise. In 2013, 92% of participants reported being satisfied or very satisfied with the program. And 89% of expectant moms felt the program helped them feel in charge of their health and health care decisions.

Contact your producer or Regence sales executive for more information about how we can help you promote a healthy workforce for the success of your business.

¹ *March of Dimes (2013). <http://www.marchofdimes.com/mission/the-cost-to-business.aspx>*

² *March of Dimes (2013). <http://www.marchofdimes.com/mission/the-cost-to-business.aspx>*

