



CASE STUDY

how a major
health plan
reduced gestational
diabetes by 35%

\$723k

avoided costs

35%

reduction in
gestational diabetes

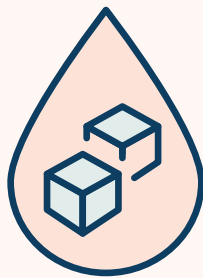
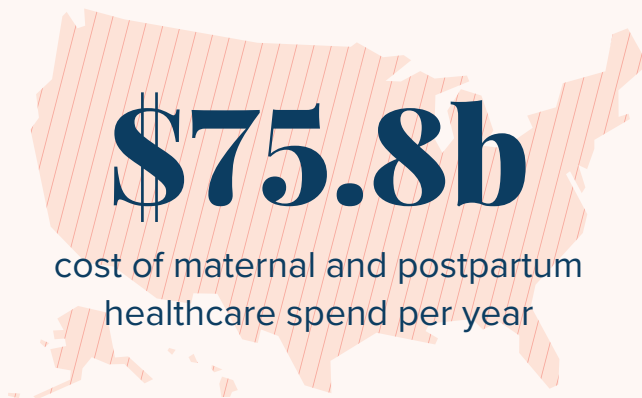
65%

reduction in unnecessary
fertility treatments

the challenge

In the United States, payers and families spend \$75.8 billion on maternal and postpartum health every year.¹ An outsized piece of that cost — \$26.2 billion — goes toward the expense of preterm births². Another \$636 million is associated with gestational diabetes³ and \$1.03 billion goes toward preeclampsia⁴. But many of these outcomes could be reduced or avoided with personalized education and care.

One Ovia Health client, a health plan that covers 87,000 people, knew these challenges first-hand. Their members were struggling to have healthy full-term births — and costs were high — so they looked to Ovia for help.



\$636m

cost of gestational diabetes
healthcare spend per year

the solution

This payer knew that if they could reduce preterm birth rates, avoidable C-sections, and unnecessary fertility treatments (which often result in adverse events and costly multiple births), and identify risks such as gestational diabetes early, they could improve their members' health *and* reduce spending.

But they didn't want to make their process more complicated, duplicate existing programs, or add a telehealth offering that would lead to disparate care outside their network. They needed a solution that would fit with their structure and offer members the exact support they needed at the right time. In other words, they wanted a solution that was so easy to use and valuable that people would eagerly opt in.

They found the right fit with Ovia Health. The solution allowed their users to access Ovia's deep digital health offerings while complementing their existing maternity care management program. Users could be connected directly to their plan maternity care manager as needed, so Ovia could help identify at-risk members quickly, and connect them with support for healthier pregnancies.



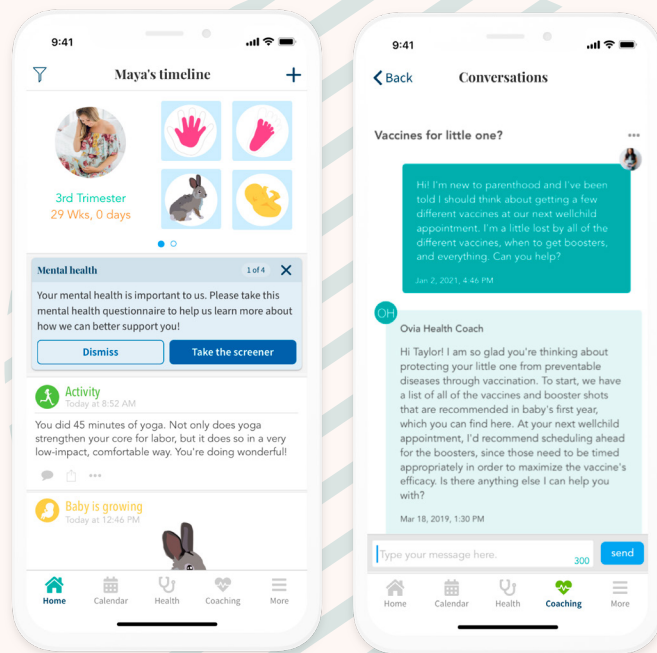
How Ovia's proactive approach to maternal health makes a difference

Ovia Health is a digital family health platform that empowers members to learn more about their health, get 1:1 support, and identify health risks early – when they're easiest to manage.

To do this, Ovia combines a proprietary data set with self-monitoring so members receive personalized health insights and information. Ovia also connects members to digital coaching to manage health concerns and navigate benefits all along the parenting journey, from the family-building stage through postpartum, parenting, and menopause. It can also integrate with existing care management coaching services.

Ovia's dynamic approach means members can understand health risks, receive equitable access to the information they need to make health decisions, and proactively manage or prevent health issues. The result? Radically improved health outcomes.

To date, Ovia has served nearly 18 million families.



the results

The health plan members quickly embraced Ovia. On average:

- People who used **Ovia® Fertility** visited 13 times per month
- People who used **Ovia® Pregnancy** visited 30 times per month
- People who used **Ovia® Parenting** visited 109 times per month

On average, users also accessed **131 coaching sessions** per month.

Ovia didn't just delight members, it also made a big impact on health outcomes. An analysis of claims over a year showed:



Reduced fertility treatment rates by 65%



Reduced gestational diabetes rates by 35%



Reduced preeclampsia rates by 10%

Cost Savings

In one year with Ovia, this client spent on average \$6,500 less per delivery for Ovia members, and saved \$723,000, resulting in a 2:1 ROI.

Ovia even boosted return-to-work after maternity leave. Among Ovia users, 96% came back to work. That's 59% higher than the national average⁵.

\$723k **10%**
avoided costs reduction in preeclampsia rates

What does this mean for you?

As this client discovered, Ovia can make a significant difference for your people and your costs – all without additional administrative burden.

Here's how the average Ovia ROI compares to other types of condition management programs:

Category	ROI
Ovia Health	4 to 1
Disease Control	3.8 to 1
Wellness Program	1.5 to 1
Lifestyle Management	.5 to 1



Want to know how Ovia's deep expertise and simple-to-use solutions can support your members through family building, pregnancy, parenting, and beyond?

Please reach out to us at enterprise@oviahealth.com or [request a meeting](#).

1. Dyck, Kenney, Oogan, Toomer, 2012
2. March of Dimes, The Impact of Premature Birth on Society
3. Chen, Yaozhu, et. al. Population Management. The Cost of Gestational Diabetes Mellitus in the US in 2007.
4. Stevens, Warren, et. al. American Journal of Obstetrics and Gynecology. Short-term costs of preeclampsia to the United States health care system.
5. <https://www.census.gov/library/stories/2019/08/are-women-really-opting-out-of-work-after-they-have-babies.html>

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