
Healthy Pregnancies,
Healthy Babies
Holistic support through all
stages of pregnancy
cigna
healthcare



Higher engagement means healthier results for your organization and your workforce.

Thank you for collaborating with Cigna Healthcare® to offer your employees and their covered dependents our Healthy Pregnancies, Healthy Babies maternity program.

A recent Cigna Healthcare research study showed that customers—including those with low-risk pregnancies and current parents—welcome maternity support and value all types of services as their needs evolve over the course of a pregnancy. And once employees are made aware that a maternity program is available, they're highly likely to participate.

So, as your partner, we're thrilled to help ensure your employees and their covered dependents are fully informed about the Healthy Pregnancies, Healthy Babies program and all it has to offer! The program empowers them with a proactive approach to health and work by partnering them with a maternity specialist who can help optimize their chances of having a healthy, full-term pregnancy.

The maternity specialist can help your employees or their covered dependents do the following:

- Learn about preconception planning and infertility
- Provide breastfeeding resources and virtual lactation consultation information with our Wildflower Health and Aeroflow partners
- Find behavioral health resources during and after pregnancy
- Maximize and navigate their health plan benefits
- Answer questions about their doctor's care plan in between visits
- Order a breast pump and find lactation support in person or online
- Get additional support if they are hospitalized or have a premature birth
- Provide additional support through one of our condolence support certified nurses in the event they experience a loss
- Consult with a Cigna Healthcare nurse 24/7 or chat via myCigna.com® during business hours

About this toolkit

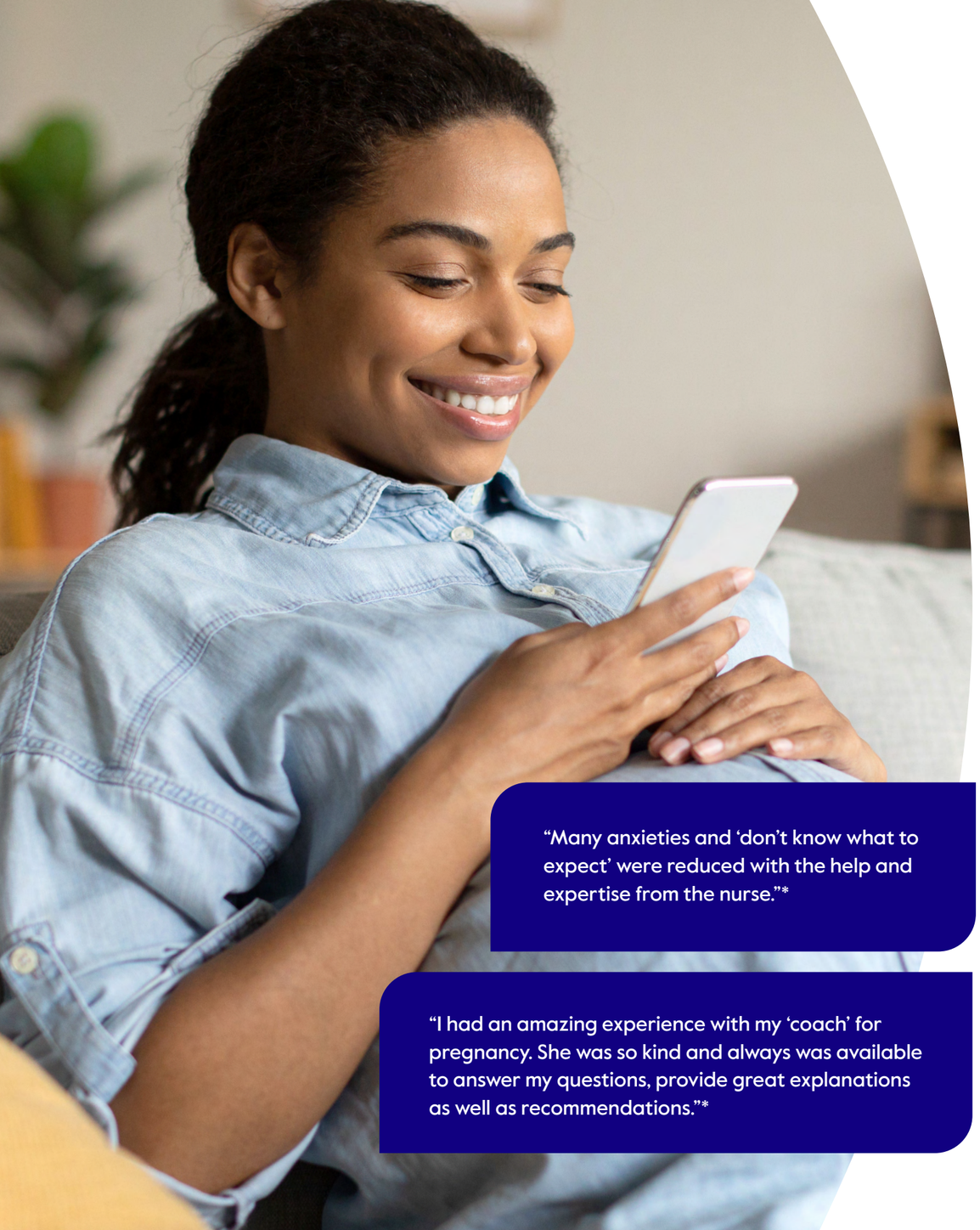
This convenient, easy-to-use toolkit contains a variety of Healthy Pregnancies, Healthy Babies communication materials, including eCards, flyers, brochures and more.

This comprehensive library of assets is designed to help

- **inform** employees about the benefits of enrolling in the program;
- **empower** them with the information and care they need to help optimize their chances of having a healthy, full-term pregnancy; and
- **encourage** them to work with a maternity specialist.

If you choose to offer employees and their covered dependents incentives for enrolling in the Healthy Pregnancies, Healthy Babies program, many of the downloadable toolkit materials can be easily customized to convey your organization's unique messaging.





"Many anxieties and 'don't know what to expect' were reduced with the help and expertise from the nurse."*

"I had an amazing experience with my 'coach' for pregnancy. She was so kind and always was available to answer my questions, provide great explanations as well as recommendations."*

Program overview

Cigna Healthy Pregnancies, Healthy Babies® is a comprehensive maternity condition-management program available to eligible employees and their covered dependents. The program provides support through all stages of pregnancy and after the baby is born to help ensure optimal health for both babies and parents.

Employees and dependents can call 800.615.2906 to enroll in the program. Then they will be paired with an expert maternity specialist who will help assess any potential risks and, if needed, provide additional support. All support is always 100% confidential.

While the program is designed to encourage a healthier pregnancy, it provides so much more, including the following:

- Emotional and mental health support, including postdelivery behavioral health screenings
- Condolence support with one of our certified condolence support nurses in the event of a loss
- Help finding in-network specialists
- Help navigating insurance benefits and work arrangements
- Advice and solutions for breastfeeding, including ordering breast pumps and locating virtual lactation consultations, that are offered to no cost
- Information about safe medications and treatments
- Support if baby needs to spend time in the neonatal intensive care unit (NICU)

Fertility support

If an employee or their covered dependent is having difficulties becoming pregnant, a case manager can help them find a fertility Center of Excellence in their area. The case manager can also answer any questions about their infertility benefits.

Cigna Healthy Pregnancy app**

The Cigna Healthy Pregnancy® app is another valuable resource available to your employees and their covered dependents. In addition to being an easy way to enroll in the Healthy Pregnancies, Healthy Babies program, the app offers them a convenient tool to track and learn about their pregnancy. They can make virtual lactation appointments directly from the app. Available for download via Google Play® or the App Store,® the Cigna Healthy Pregnancy app also provides support for the baby's first two years. The app is available in English and Spanish.

*Example of what a customer shared during a satisfaction survey. Based on an actual customer experience. Individual results may vary. For illustrative purposes only.
**App/online store terms and mobile phone carrier/data charges apply.

Sample communication plan

Use this sample communication plan as a guide to using creative assets for quarterly email campaigns. Just select any combination of marketing materials within each campaign theme to help drive awareness and engagement throughout the year. As a best practice, we recommend making the pieces you choose available on your intranet for employees to easily access and download any time.

Quarterly campaign themes	Healthy Pregnancies, Healthy Babies collateral (quarterly topic examples)	
Family planning	• Healthy Pregnancy app customer flyer • Cigna's Guide to a Healthy Pregnancy booklet	• Healthy Pregnancies, Healthy Babies program video • Healthy Pregnancies, Healthy Babies poster • Healthy Pregnancies, Healthy Babies digital sign (with incentives) • Healthy Pregnancies, Healthy Babies digital sign (no incentives)
Support for a healthy pregnancy and beyond	• Healthy Pregnancies, Healthy Babies flyer (with incentives) • Healthy Pregnancies, Healthy Babies flyer (no incentives)	• High-Risk Maternity program video
Valuable resources through the Cigna Healthy Pregnancy app	• Breast Pump and Lactation Covered flyer • Healthy Pregnancy app flyer • Lactation eCard	• Healthy Pregnancies, Healthy Babies app demo video
We're here to make sure you're supported.	• Mind & Body eCard	• Condolence program and MD Live by Evernorth® behavioral health flyers*

*Only use MD Live Flyer if MD Live is part of client's offering.

Healthy Pregnancies, Healthy Babies marketing resources

Asset library and communication plan to help spread the word
The most effective way to maximize employee engagement is to make your marketing outreach an ongoing process. So we've designed a full suite of convenient, customizable communication tools to help keep your employees informed about the program benefits and how to best take advantage of them.

The following materials can be used throughout the pregnancy journey.

Healthy Pregnancies, Healthy Babies digital sign (no incentive)

↓ **DOWNLOAD**

Healthy Pregnancies, Healthy Babies digital sign (with incentive)*

↓ **DOWNLOAD**

Cigna's Guide to a Healthy Pregnancy booklet

↓ **DOWNLOAD** English | Spanish

Healthy Pregnancies, Healthy Babies poster

↓ **DOWNLOAD** English | Spanish

Healthy Pregnancy app flyer

↓ **DOWNLOAD** English | Spanish



* If you are offering a financial incentive for participating in HPHB, there is an editable field you can customize in the slide.

Mind & Body eCard

↓ **DOWNLOAD** English | Spanish

Healthy Pregnancies, Healthy Babies flyer (with incentives)*

↓ **DOWNLOAD** English | Spanish



High-Risk Maternity program video

↓ **DOWNLOAD**

Healthy Pregnancies, Healthy Babies flyer (no incentives)

↓ **DOWNLOAD** English | Spanish



Breast Pump and Lactation Covered flyer

↓ **DOWNLOAD** English | Spanish

Lactation eCard

↓ **DOWNLOAD** English | Spanish

Healthy Pregnancies, Healthy Babies program video

↓ **DOWNLOAD**

Healthy Pregnancy app demo video

↓ **DOWNLOAD**

Condolence program flyer

↓ **DOWNLOAD** English | Spanish

*If you are offering a financial incentive for participating in Healthy Pregnancies, Healthy Babies, there is an editable field you can customize in the flyer.

Thank you.

We're excited to help you build awareness of and optimize engagement in the Healthy Pregnancies, Healthy Babies program. But, most importantly, we're looking forward to supporting whole-person health for your employees and their covered dependents and providing best-in-class patient-centered care for your organization.

Let's talk.

Need help putting the Healthy Pregnancies, Healthy Babies program to work for your organization? Curious about other programs or events?

Contact your Cigna Healthcare rep or visit the Wellness section of myCigna.com for more information.



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