



# HEALTHY PREGNANCIES, HEALTHY BABIES<sup>®</sup>

Holistic support through all stages  
of pregnancy

## A healthy pregnancy journey starts here

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

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

A recent Cigna 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 customers 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 with a maternity specialist who can help optimize their chances of having a healthy, full-term pregnancy.

### The maternity specialist can help your employees:

- › Learn about preconception planning and infertility
- › 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
- › Consult with a Cigna 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** them 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
- › **Encourage** them to work with a maternity specialist who can provide more targeted support

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.





# Program overview

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 to help ensure optimal health for both babies and parents.

Upon enrolling in the program, they will be paired with an expert maternity specialist who will help assess any potential risks and, if needed, provide additional support. They can call **800-615-2906** to enroll. All support is always 100% confidential.



“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.”\*

## While the program is designed to encourage a healthier pregnancy, it provides so much more — such as:

- › Emotional and mental health support, including post-delivery behavioral health screenings
- › Help finding in-network specialists
- › Help navigating insurance benefits and work arrangements
- › Advice and solutions for breastfeeding, including ordering breast pumps which are often covered within medical plans
- › 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 employees a convenient tool to track and learn about their pregnancy. Available for download on Google Play™ or the App Store®, the Cigna Healthy Pregnancy app also provides support for the baby’s first two years.

\*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

The below sample communication plan can be used as a guide to deploying the downloadable creative assets via 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 each piece of collateral available on your intranet for employees to easily access and download any time.

Quarterly Campaign	Healthy Pregnancies, Healthy Babies Collateral (Quarterly Topic Examples)	
<b>Family planning</b>	<ul style="list-style-type: none"> <li>• Healthier Customer eCard</li> <li>• Healthy Pregnancy App Customer Flyer</li> <li>• Cigna’s Guide to a Healthy Pregnancy Booklet - English / Spanish</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy Pregnancies, Healthy Babies Program Video</li> <li>• Healthy Pregnancies, Healthy Babies B2B2C Cigna Poster - English / Spanish</li> </ul>
<b>Support for a healthy pregnancy and beyond</b>	<ul style="list-style-type: none"> <li>• Healthy Pregnancies, Healthy Babies Early Gift eCard</li> <li>• Healthy Pregnancies, Healthy Babies Flyer (with incentives) - English / Spanish</li> <li>• Healthy Pregnancies, Healthy Babies Flyer (no incentives) - English / Spanish</li> </ul>	<ul style="list-style-type: none"> <li>• High Risk Maternity Program Video</li> <li>• Healthy Pregnancies, Healthy Babies Brochure (with incentives) - English / Spanish</li> <li>• Healthy Pregnancies, Healthy Babies Brochure (no incentives) - English / Spanish</li> </ul>
<b>Valuable resources through the Cigna Healthy Pregnancy app</b>	<ul style="list-style-type: none"> <li>• Breast Pump Covered Flyer - English / Spanish</li> <li>• Healthy Pregnancy App Flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy Pregnancy Healthy Babies App Demo Video</li> <li>• Healthy Pregnancies, Healthy Babies Program Oh My Back eCard</li> </ul>
<b>We’re here to make sure you’re supported</b>	<ul style="list-style-type: none"> <li>• Healthy Pregnancies, Healthy Babies Changes Mind &amp; Body eCard</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy Pregnancies, Healthy Babies Program Video</li> </ul>

# 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 staff informed about the program, its benefits and how to best take advantage of them.

The following materials can be leveraged across the full range of stages in the pregnancy journey — from preconception to postpartum.

### Family planning



Healthier Customer eCard

↓ DOWNLOAD



Healthy Pregnancies, Healthy Babies Program Video

↓ DOWNLOAD



Healthy Pregnancy App Customer Flyer

↓ DOWNLOAD



Cigna's Guide to a Healthy Pregnancy Booklet

↓ DOWNLOAD: ENGLISH | SPANISH



Healthy Pregnancies, Healthy Babies B2B2C Cigna Poster

↓ DOWNLOAD: ENGLISH | SPANISH



## Support for a healthy pregnancy and beyond



**Healthy Pregnancies, Healthy Babies Early Gift eCard**

↓ **DOWNLOAD**



**Healthy Pregnancies, Healthy Babies Flyer (with incentives)\***

↓ **DOWNLOAD: ENGLISH | SPANISH**



**Healthy Pregnancies, Healthy Babies Flyer (no incentives)**

↓ **DOWNLOAD: ENGLISH | SPANISH**



**Healthy Pregnancies, Healthy Babies Brochure (with incentives)\***

↓ **DOWNLOAD: ENGLISH | SPANISH**



**Healthy Pregnancies, Healthy Babies Brochure (no incentives)**

↓ **DOWNLOAD: ENGLISH | SPANISH**



**High Risk Maternity Program Video**

↓ **DOWNLOAD**

## Valuable resources through the Cigna Healthy Pregnancy app



**Breast Pump Flyer**

↓ **DOWNLOAD: ENGLISH | SPANISH**



**Healthy Pregnancies, Healthy Babies Program Oh My Back eCard**

↓ **DOWNLOAD**



**Healthy Pregnancy App Flyer**

↓ **DOWNLOAD**



**Healthy Pregnancy Healthy Babies App Demo Video**

↓ **DOWNLOAD**



## We're here to make sure you're supported



**Healthy Pregnancies, Healthy Babies Changes Mind & Body eCard**

↓ **DOWNLOAD**



**Healthy Pregnancies, Healthy Babies Program Video**

↓ **DOWNLOAD**

\* If you are offering a financial incentive for participating in HPHB, 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 for 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 rep or visit the Wellness section of [myCigna.com](https://myCigna.com) for more information.**



All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation.

965866 a 09/22 © 2022 Cigna. Some content provided under license.