



PriorityMOM

The mother of all maternity programs

Finally, a maternity program that supports expectant employees AND your bottom line.

PriorityMOM™, which stands for Maternity Offering for Members, is a Priority Health program designed to help moms and families navigate health care costs and coverage throughout pregnancy and beyond. The goal? To promote healthier pregnancies and reduce the total cost of maternity care, the number of and cost of preterm births, and post-partum readmissions.

How it works

- 1 Priority Health will target expectant mothers and deliver a personalized, multi-touch, multimedia experience to acquire program participants.
- 2 Members who opt-in to the program will receive a welcome gift that contains:
 - Blood pressure cuff
 - Baby sleep sack
 - Program overview
 - Forehead thermometer (gift for second time PriorityMOM™ participant)
- 3 Throughout their pregnancy, participants will receive information around their costs and coverage as well as educational resources. Those with high-risk conditions will receive additional outreach to help manage those conditions.
- 4 At the end of the program, participants will receive a \$50 gift card when they complete the program survey.



We believe the more moms know about their health care and coverage, the happier and healthier they'll be throughout pregnancy. Since healthier pregnancies mean lower costs, we're informing our expectant members on important health actions and milestones at every turn, every trimester.

Go to priorityhealth.com/prioritymom to learn more.