

oviahealth™

# invest in your plan's future with Ovia Health



Ovia Health's mobile-first solution reduces maternity costs and improves clinical outcomes



Positively impacting  
over **38% of U.S.**  
pregnancies



average rating of  
**4.8 stars**



Members engage  
**30+ times a month**



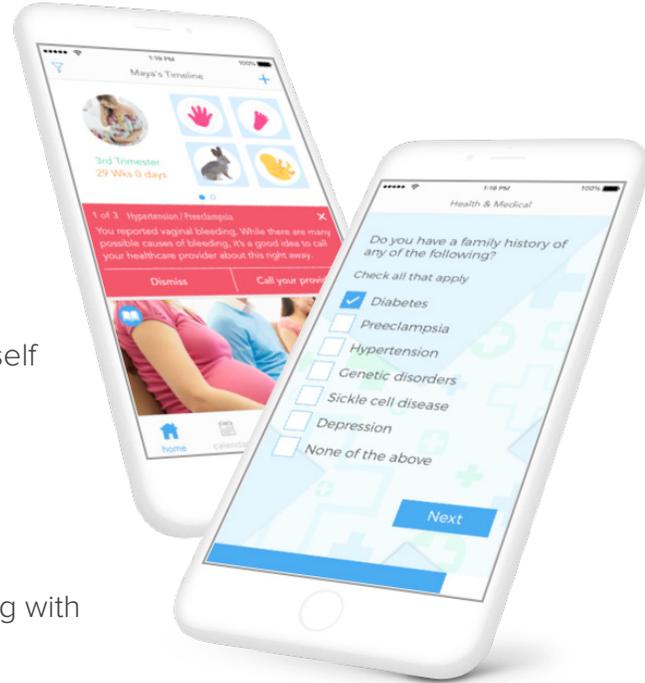
NPS consistently  
**over 50**

Leveraging machine learning, Ovia Health delivers daily customized interactions throughout each stage of the parenting journey, keeping women continuously engaged

- **Proactive identification of health risks** that drive improved clinical outcomes, preterm births/ NICU stays, C-sections and more
- **Predictive coaching and alerts** when medical and/or mental health issues are identified
- **Clinical integration** to facilitate lead generation and real-time member level data sharing
- **Ongoing health assessments** with new data continually incorporated into daily personalized messaging
- **50+ physician-designed clinical programs** available on-demand
- **In-app coaching** with RN health coaches to high-risk maternity cases

## Helping your plan achieve critical business objectives:

- ✓ Sustain engagement with millennial members
- ✓ Mitigate risk through early identification
- ✓ Support case management
- ✓ Improve health outcomes resulting in cost savings
- ✓ Create a valuable market differentiator
- ✓ Provide a cost-effective solution that easily pays for itself



## Improved outcomes that result in cost savings

- **Trusted daily engagement:** 78% of members engaging with Ovia Health in their first trimester.
- **Fewer preterm births:** 30% fewer babies in the NICU, resulting in \$77,000 cost savings per avoided preterm delivery.<sup>1</sup>
- **Healthier, happier women:** 32% identification of postpartum depression, compared to the national average of 11%.<sup>2</sup>
- **Reduced unnecessary infertility treatments and complications:** 30% increase in subfertile couples conceiving naturally, resulting in a \$15,000 cost savings.<sup>3</sup>
- **Fewer unnecessary C-sections:** 10% reduction in unnecessary C-sections, saving on average, \$5,000<sup>2</sup> per C-section.<sup>4</sup>

<sup>1</sup>Ovia Health Clinical Affairs

<sup>2</sup>Ovia Health Clinical Affairs

<sup>3</sup>Fertility and Sterility, [http://www.fertstert.org/article/S0015-0282\(10\)02812-8/fulltext](http://www.fertstert.org/article/S0015-0282(10)02812-8/fulltext)

<sup>4</sup>Ovia Health Clinical Affairs

To learn more about the most loved and trusted companion for women and families, visit [oviahealth.com](http://oviahealth.com) or contact [healthplans@oviahealth.com](mailto:healthplans@oviahealth.com)

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