

OptumHealthSM

Healthy Pregnancy Program

Healthy Pregnancy Program – Product Enhancements

Effective November 1, 2006, UnitedHealthcare implemented physician notification for pregnancy

- Notifications are used to enroll expectant moms into HPP earlier
- Notification has significantly increased overall enrollment into HPP from 30% in 2006 to 50% in 2007⁽¹⁾

HPP identifies enrollees with a history of a spontaneous preterm delivery and enrolls members into 17-P drug therapy

- Weekly injections of 17 Alpha-Hydroxyprogesterone Caproate (17P) resulted in a substantial reduction in the rate of recurrent preterm delivery among women who were at particularly high risk for preterm delivery and reduced the likelihood of several complications in their infants⁽²⁾
- UnitedHealthcare supports the use and promotion of evidence-based medicine, and offers coverage for 17P injections, where indicated

(1) Based on data from January 2007 through October 2007.

(2) Meis PJ, Klebanoff M, Thom E, Dombrowski MP, Sibai B, Moawad AH, et al. Prevention of recurrent preterm delivery by 17 alpha-hydroxyprogesterone caproate. N Engl J Med. 2003 Jun 12;348(24):2379-85.

Healthy Pregnancy Program – 2008 Product Enhancements

UnitedHealthcare® created the Healthy Pregnancy Owner’s Manual, an educational, interactive guide with easy-to-read tips on how to stay healthy during pregnancy

- The manual is available on myuhc.com, healthy-pregnancy.com and may be posted on Deere’s intranet sites
- To view the Healthy Pregnancy Owner’s Manual, visit: <http://mypregnancymanual.com/uhc>

Book titled “Your Journey Through Pregnancy” that each member receives was updated to incorporate three important health topics:

- Preventive dental care
- Scheduling childbirth
- Congenital Heart Disease

As a new incentive, a travel tote, for HPP enrollees launched January 1, 2008 through a partnership with Ross Pediatrics; the travel tote includes:

- An 8-oz. sample of Similac® powdered infant formula
- A booklet titled “Feeding Reference Guide”
- Educational materials about newborn nutrition and describing Ross nutritional products
- Diaper bag coupon for hospital redemption

