



How Real-Time, Actionable Notification of Pregnancy Data Drives Better Health

The Aeroflow Health Notification of Pregnancy (NOP) solution gives health plans a more efficient and accurate way to identify pregnant members. Health plans often rely on delayed state files with outdated contact information, creating a barrier to timely member engagement early in the pregnancy.

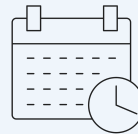
Unlike traditional methods, our platform provides more accurate, up-to-date information because we are a trusted source for delivering products and services directly to our members. Our data is streamlined and easily integrated, which helps reduce the administrative burden often associated with processing fragmented physician notices into systems.

Despite its benefits, members don't always share this information directly with their health plan, and a lack of awareness may prevent members from knowing what maternity programs their health plan offers or who to contact, in addition to privacy and data-sharing concerns.

When our MCO partner, Sentara Health Plans, was looking to equip their care teams with faster access to this time-sensitive, essential data, we launched NOP in a maternal care partnership to better serve their Medicaid members.

The Challenge: When Slow, Inaccurate Data Falls Short

Health plans rely on data to improve outcomes for their populations and the health of individual members. Maternal health and care programs rely on actionable data to deliver services, but need engaged members early in their pregnancy. Historically, the primary data sources for identifying pregnancy, claims data, and provider records are notoriously slow. Aeroflow Health typically receives notification of pregnancy at 14 weeks of gestation. Moreover, 80% of Sentara Health Plans' births passed through Aeroflow Health's doors within a 12-month period*.



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The lag time between a member's first prenatal appointment and the submission and processing of a claim can be weeks. During this critical period, this care gap prevents case managers from proactively enrolling members in vital maternal health and prenatal care programs. Members don't always know the services that are covered under their state Medicaid. This is also a missed opportunity for:

- Proactive outreach, engagement, and timely prenatal care
- Providing pathways for prenatal education, services, and interventions
- Providing timely education and resources for mental health, nutrition, and social support
- Identifying and addressing high-risk factors and preventable complications early
- Addressing social drivers of health and care barriers

*Using CDC/NCHS birth rate data



A Healthier Member Population & Cost Avoidance

A [report](#) by the Commonwealth Fund estimated that the total societal cost of maternal morbidity for all 2019 births was **\$32.3 billion**. Preterm births and subsequent NICU stays are among the most significant cost drivers for health plans, accounting for a disproportionately large share of neonatal healthcare spending. Though accounting for a larger share of [high-risk pregnancies](#), utilization of prenatal and postpartum care is lower among women with Medicaid at delivery compared to those with private insurance.

NIH research estimates that 21% of Medicaid-insured women did not initiate [prenatal](#) care within the first trimester of pregnancy. An NIH study [reported](#) that the absence of prenatal care increased the relative risk for preterm births over twofold.

For health plans focused on the long-term sustainability of their programs, improved outcomes and financial benefits arise from prenatal programs such as:

- Improved care coordination, patient engagement, and health-seeking behaviors
- Reduction of unnecessary care and emergency room visits
- Reduced costs of severe maternal morbidity (SMM) and complications from preeclampsia, eclampsia, and severe bleeding
- Reduction of unnecessary C-Sections
- Improved data for more efficient payment models

Our health plan partnerships allow us to provide and facilitate additional, valuable data sources such as class utilization information, survey data, and patient-reported insights.

The Solution: Actionable Data for Proactive Care

As the trusted name and entry point of contact for pregnant patients, Aeroflow Health provides weekly NOP data to health plans to help bridge the gap in maternal care programs. By utilizing proactive, actionable data, health plans can move beyond a reactive model and engage members during a vital window of opportunity, and drive down high costs associated with reactive care, providing a pathway for healthier mothers, healthier babies, and a more sustainable system.

Are you a health plan interested in learning more about our NOP solution? [Contact us here.](#)

The maternal mortality rate in the U.S. is now double that of most other developed countries

17.4 deaths



> 9 deaths

Other high-income countries maternal mortality ratio per 100,000 live births in 2018

Source: [The Commonwealth Fund](#)

