

Help your employees have a healthy family

Offering Ovia Health™ through Independence Blue Cross could be the most important benefits decision you make this year.

As the industry leader in maternity and family benefits, Ovia offers members and their families support for reproductive health, starting a family, having a healthy pregnancy, balancing life as a parent and managing menopause.

Why Ovia Health?

Ovia Health's maternity and family benefits offer:

- Fifty physician-designed clinical programs spanning fertility, pregnancy, and parenting
- Predictive coaching and mobile alerts when a potential health issue is identified
- Proven daily engagement that sustains long-term participation
- Evidence-based return-to-work and talent programs
- Access to comprehensive program metrics demonstrating value

Benefits for group employers and clients

- Attracts and retains top talent while reducing health care costs
- Improves fertility, pregnancy, and postpartum outcomes for employees
- Fosters a family-friendly workplace culture
- Integrates with care management programs to boost utilization and engagement
- Aligns with millennial mobile-engagement preference
- Capitalizes on the brand recognition of a highly valued mobile app



OVIA HEALTH™

Having helped over 11 million people navigate their parenthood journeys, Ovia Health is a market leader in maternity and family benefits. In 2018 alone, Ovia Health had 2.6 million new users and managed 40 percent of the nation's pregnancies.



ovia®



ovia® pregnancy



ovia™ parenting



Maternity benefits matter

Ovia Health supports women and families while helping group clients reduce maternity-related health care costs.

30% Increase in natural conception
\$36K cost savings per avoided treatment¹

30% Reduction in preterm births
\$56K savings per avoided event²

32% Identification of postpartum depression³
\$4K savings per identified incidence⁴

47% Increase in intent to return to work
\$25K savings per returned employee⁵

1 Fertil Steril, Costs of Infertility Treatment, 2011

2 National Academies Press, Preterm Birth, 2007

3 CDC, Depression Among Women, 2017

4 Scientific American, The Growing Economic Burden of Depression, 2015

5 Based on estimated \$75K salary

Evolving demographics create new challenges

10% of corporate health care costs are for maternity¹

24% of this cost is preventable¹

83% of millennials would leave their jobs for ones with superior family-focused benefits²

34% of women don't return to their jobs after maternity leave³

1 Ovia Clinical Affairs

2 Care.com, 2015

3 Motherhood in America Report, 2017

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If you have any questions, please contact your Independence account executive.

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The products listed are offered by Ovia Health, an independent company. These are not Independence Blue Cross products. Independence Blue Cross is acting solely as an agent for Ovia Health. Ovia Health is solely responsible.

Independence Blue Cross offers products through its subsidiaries Independence Hospital Indemnity Plan, Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield — independent licensees of the Blue Cross and Blue Shield Association

