Thank you for choosing UMR as your maternity management partner.

Our care management programs are designed to help you:

- **CONNECT** with your plan members
- **ENERGIZE** them to actively participate in their health care decisions
- **EDUCATE** and **INSPIRE** them to make healthy decisions for mom and baby

Inside this interactive guide you’ll find tips to engage your members and promote better health decisions, along with links to easy-to-share health information materials, in both downloadable print or digital formats (online and e-mail).

**Please note:** When viewing in Acrobat full-screen mode, use the tabs on the top and sides of each page to navigate through the sections.
Your role: ‘marketing’ pre-pregnancy and prenatal health to your members

Motivating young women and expectant mothers to engage in their health care and make healthy lifestyle choices is important. The decisions they make during pregnancy and before becoming pregnant are vital to the future health of their babies. Information about pregnancy and childbirth is widely available, but some may be misleading. Your members need help separating fact from fiction and to “buy in” to proven steps for success.

That's why running a successful maternity management campaign means going beyond simply handing out health education material. You have become a “maternity management marketer.”

Your maternity management marketing tools are right here

Good news! We’ve created this guide to make marketing pre-pregnancy and prenatal health to your members easy for you. Inside, you’ll discover the best ways to target your audience by:

- Understanding their needs and habits
- Staging a multi-touch campaign
- Delivering your message through multiple channels

Keep reading — in the second half of this guide, you’ll find a quarterly schedules of pre-packaged campaigns. Here, we’ve also collected all the materials you’ll need to launch and execute your campaign, including:

- Links to downloadable print PDFs (posters, flyers, postcards, etc.)
- Uploadable digital materials such as e-mail and Web buttons
- Articles that can be delivered via e-mail or printed out
- Links to complementary resources you can share

KNOW THE DIFFERENCE

Health marketing vs health education

Wellness marketing: Relevant, frequent and targeted messages that “speak” to audience's needs and motivations.

Health education only: Health education is part of the solution, but only after you’ve engaged your audience. Avoid simply sending out general information on health and wellness topics that do not have a specific target audience or call to action.
Establishing a pregnancy support system

We know that helping your members have healthy, full-term pregnancies and healthy babies is important to you. As you look through this guide and think about your campaign, keep in mind that promoting pre-pregnancy and prenatal health requires vision and commitment to an ongoing strategy.

Over time, your employees will begin to see and appreciate the supportive environment you are working to cultivate. You made the commitment when you established a maternity management program. Now it’s time to launch the campaign!

A self-service solution

We have created this guide to give you more control over the materials you wish to use in communicating to your members. As you navigate through the schedule, you will see file names underlined in blue. These indicate hyperlinks to print-ready files. Simply click the links to download the files for print or electronic distribution (i.e., e-mail or intranet posts).

We can provide the message, but we need you to play an active role in the delivery.

If you have a high number of pregnancies or new moms, consider starting a roundtable group where employees can gather once a month over the lunch hour to share ideas and experiences.

PRINTING TIPS:

- **Posters:** These files are set up in a 12” x 18” format. You will need a printer that is capable of printing on paper that size. If your printer is not able to print that size, you can try to resize the file using Adobe Acrobat.

- **Postcards:** These files are set up to print two copies to a letter-sized page. We have included crop marks to help your print vendor cut them correctly to size. It is important to print postcards on extra heavy paper stock to ensure proper delivery. Also, make sure you print them front and back, as all the postcards are two-sided.

- **Stuffers and 1/3-page flyers:** Within this guide, you might encounter envelope stuffers or narrow flyers. These are set up to print three to a letter-sized page. Printed pages then need to be cut in thirds. Some flyers are one-sided, while others should print front and back. Consider using a heavier card stock paper if appropriate to your intended use.
1) Know your audience

It is important to understand your member population’s primary health challenges and motivations when delivering your message.

Do your members regularly receive preventive care, such as well-women exams? Do they engage in risky lifestyle behaviors that could endanger their baby’s health? Is there a high prevalence of obesity or chronic conditions that could complicate pregnancy? Your care management consultant can assist in identifying trends you want to focus on. Then, emphasize those communications that address these issues for the biggest impact.

You also want to consider what methods of communication will be most effective. For example, it may be trendy to create a Twitter account or Facebook page to reach your audience. But if most of your audience still receives their information by U.S. mail, a postcard might be a better option.

2) Engage your audience

It’s also worth noting that communications typically need to be seen or heard more than once to be effective. Advertisers use the term “effective frequency” for the minimum number of times a communication needs to be exposed to an audience before it makes a positive impact on their behavior.

Generally, it takes three or more repetitions for a message to be effective.

- **EXPOSURE #1**: Catches their attention and generate a “What is it?” response
- **EXPOSURE #2**: Brings recognition and a response of “What does it mean to me?”
- **EXPOSURE #3**: Prompts familiarity and a readiness to consider the call to action

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**EFFECTIVE FREQUENCY EXAMPLE**

**Exposure #1**: After a member signs up for your company health benefits, she receives a mailing from UMR informing her about the maternity management program. Since she is of child-bearing age, the information catches her attention and generates a “What is it” response, and she briefly scans the information.

**Exposure #2**: Three months later, she has just found out she’s pregnant. When she’s scanning the bulletin board in the break room, she recognizes the image and message about the maternity management program. Her interest is peaked and she thinks this program could benefit her and her baby.

**Exposure #3**: A week later, she receives a letter in the mail from UMR Maternity Management asking her to enroll in the program. Realizing it would be a good way to ensure she has a healthy pregnancy, she makes the decision to enroll in the program.
3) Use communication channels that work

Posters:
Posters use a combination of design elements and text to attract the viewer’s attention and convey a message that can be grasped with a single, often brief, glance. The objective may be to raise awareness of a particular health issue, motivate change in behavior or to prompt a call to action such as “Call us to enroll.”

Best practices:
• Display posters where they will have the biggest impact, such as high-traffic areas where employees gather, a cafeteria or an employee entrance.
• Women may consider posters on pregnancy or newborn health private in nature. It may be more appropriate to display such posters in a restroom or changing area.
• Does the poster include information that your male employees would benefit from? Remember: Dad might learn something, too, or bring up the topic at home.

Carefully consider your target audience and the message being delivered when you decide where to display your poster.

QR codes:
This year we have added QR codes to our posters and some complementary materials. The codes provide an interactive way for members with smart phones to access additional information on topics of interest. It may launch a video, upload an informational handout or link them to a Web site hosted by a reputable health organization.

QR codes can be an effective way of reaching younger members, who may be more tech-savvy and prefer to receive information electronically.
COMMUNICATION CHANNELS (CONTINUED)

Flyers:
Optional flyers are available to further engage members on health topics of interest. While posters focus on a singular message or call to action, flyers provide more detailed information to educate members or offer them suggestions or directions for taking steps to improve their health.

Best practices:
- Print them for use as handouts at health fairs.
- Insert them with paychecks or other mailed materials.
- Post them to your company intranet site.

Web/print ads
We have included Web/print ad files for the program introductory campaign and this year’s quarterly spotlight campaigns.

The ads are designed to match the campaign theme for the month. They serve to remind and reinforce your organization’s health initiatives with members.

Best practices:
- Use the hyperlinks in this toolkit to download a Word document to access the image files of these ads.
- Copy and paste the ads into e-mail blasts.
- Post them to your company intranet site.
- Add them to printed member newsletters.

Consider posting a Web ad to your intranet site to keep the campaign top-of-mind for members throughout the month.
COMMUNICATION CHANNELS (CONTINUED)

Articles:

UMR’s maternity management articles can help you raise awareness of a specific health issue, promote healthy behavior change and engage members to interact with the program.

The brief articles place a premium on health literacy, with easy-to-understand information to help members make healthy lifestyle choices, navigate the health care system or follow directions about recommended services.

Our articles draw upon widely-accepted health information and may link readers to Web sites hosted by reputable health organizations.

Best practices:

- Distribute articles using the most effective method(s) for reaching your target audience.
- Print them for use as handouts at health fairs.
- Insert them with paychecks or other mailed materials.
- Paste them into e-mail blasts.
- Include them in company newsletters.
- Post them to your company intranet site.

An instant e-mail blast! You can download articles using the hyperlinks in this guide and easily copy and paste the copy into company newsletters or e-mails to employees.
**Program introduction**

**CAMPAIGN:** Memories in the making

**OBJECTIVE:** This campaign is designed to help build awareness of UMR's maternity management program among a target audience of female plan members who are pregnant or may become pregnant. It encourages potential participants to enroll online or by using the toll-free phone number provided.

**TARGET AUDIENCE:** Females of child-bearing age who are thinking about having a baby or are already pregnant.

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**Campaign materials** (thumbnails shown below):

*Poster [SP] | Postcard | Flyer [SP] | Video*

*Invitation card [SP] | Web/print ads | QR code*

**Other resources:**

- Wallet card: *Pre-term labor signs [SP]*
- Wallet card: *My pregnancy tracker*
- Web site: *CDC reproductive health*

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**Memories in the making**

Supporting you during your special time

Enroll in UMR Maternity Management to learn how healthy lifestyle choices and proper medical care before and during your pregnancy can boost your odds of having a healthy, full-term baby.

Enroll online at umr.com or call 1-888-438-8105

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**How it works?**

Healthier women are more likely to have healthy babies. Your new baby is a family, an experience we care about. UMR's nurses and medical professionals have the knowledge, compassion and skills necessary to help you achieve a healthy pregnancy and newborn.

A registered nurse will support you throughout your pregnancy and guide you toward healthy lifestyle choices. The registered nurse will talk to you about the benefits of pregnancy, help you choose a prenatal care provider and follow-up with you to ensure you are receiving the best care possible. We'll call you every trimester during your pregnancy and once after your baby is born. If you are pregnant and are identified as high-risk, a nurse case manager will monitor your condition and work to reduce your claims costs throughout your pregnancy and post-delivery period.

Your enrolled maternity management or pre-pregnancy coaching plan provides prenatal care coordination, health coaching, health education through a registered nurse or other specialty care.

**WOU LD YOU BENEFIT FROM THE PROGRAM?**

Use the QR code reader on your smartphone to watch a short video.

**Trust in us for knowledge and support on your journey to motherhood**

Whether you are considering having a baby or are already expecting, UMR Maternity Management can teach you how to reduce your risk of complications and prepare you to have a successful, full-term pregnancy and a healthy baby.

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Supporting you during your special time

Enroll in UMR Maternity Management to learn how healthy lifestyle choices and proper medical care before and during your pregnancy can boost your odds of having a healthy, full-term baby.

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**Incentive for participation:**

**Flyer**

UMR will waive deductibles and coinsurance for all obstetric office visits related to your prenatal care if you engage in the program during your first or second trimester.

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**Trust in us for knowledge and support on your journey to motherhood**

Whether you are considering having a baby or are already expecting, UMR Maternity Management can teach you how to reduce your risk of complications and prepare you to have a successful, full-term pregnancy and a healthy baby.

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**Incentive for participation:**

**Flyer**

UMR will waive deductibles and coinsurance for all obstetric office visits related to your prenatal care if you engage in the program during your first or second trimester.
Quarter 1 – Preventing birth defects

CAMPAIGN: Now’s the time to prevent birth defects

OBJECTIVE: This campaign is designed to inform female plan members who are thinking about having a baby or are in the early stages of pregnancy about how steps they take to improve their own health can influence the future health of their baby.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.

Campaign materials:
- Poster [SP]  
- Flyer [SP]  
- Web/print ads  
- QR code

Other resources: Article: You can help prevent birth defects [SP]

Quarter 2 – Pre-pregnancy preparation

CAMPAIGN: Is there a family in your future?

OBJECTIVE: This campaign is designed to build awareness of UMR’s pre-pregnancy coaching among a target audience of female plan members who may become pregnant. It encourages potential participants to enroll using the toll-free phone number provided.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby in the near future.

Campaign materials:
- Poster [SP]  
- Flyer [SP]  
- Web/print ads  
- QR code

Other resources: Article: Are you ready for parenthood? [SP]
Quarter 3 – Breast-feeding

CAMPAIGN: Nurse your newborn to a healthy start

OBJECTIVE: This campaign is designed to inform female plan members who are pregnant or thinking about having a baby about the potential health benefits of breast-feeding for both mother and child.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.

Campaign materials:
Poster [SP] | QR code

Other resources:
Article: More moms find benefits in breast feeding. [SP]

Quarter 4 – Healthy babies

CAMPAIGN: Taking baby home

OBJECTIVE: This campaign is designed to inform female plan members who are pregnant about some items they will need or want to have on hand after the birth of their child.

TARGET AUDIENCE: Members who are pregnant or who have just had a baby and their spouses.

Campaign materials:
Poster [SP] | QR code

Other resources:
Article: Safe homecoming checklist for baby [SP]

Consider starting an exchange program where employees can pass on items they no longer need to newer moms.
Frequently asked questions

Q: How will I receive the quarterly posters?
A: Maternity management posters are printed on 12”x18” paper at UMR’s print facility and mailed to your desired location on a quarterly basis at no additional cost.

The posters are available in English and Spanish and can be customized to include your company logo. For more information, contact your care management consultant.

Q: How do I get the articles?
A: You can download the monthly articles by clicking the hyperlinks provided in this toolkit. You also have the option of ordering printed articles from UMR’s onsite print facility. Each article is available in English and Spanish.

Q: Do I need Internet access to open and view the campaign materials and other resources?
A: Yes. This interactive kit incorporates hyperlinks to Web sites or PDFs and videos stored on Web-based servers, so you will need to be connected to the Internet to view those materials.

Q: How do users scan a QR code?
A: Members will need a QR code reader app on their mobile device to view the information linked to the codes. Many of these apps are free. Simply direct your members to search “QR code reader” in the mobile app store.

Q: What are the spotlight campaigns? Why are they not available for every quarter?
A: We have developed two expanded spotlight campaigns for you to use throughout the year. Each has matching materials, such as flyers and Web/print ads, which you can use to extend the reach of your communications to members. This provides multiple touch points to engage members and remind and reinforce the use of the maternity program.

We focused on two topics that are likely to have the biggest impact on your member population — preventing birth defects and pre-pregnancy health.

Q: Is there a cost to use the additional items?
A: You can use the hyperlinks to download PDF files at no cost to distribute electronically via e-mail or your company intranet site, for example. Or, you can download the files and print them yourself at no charge.

You also have the option of ordering printed materials from UMR’s on-site print facility. Additional costs for printing, shipping or postage may apply. For more information, contact your care management consultant.

Q: What does the [SP] appearing next to some of the materials mean?
A: The SP designation indicates a Spanish version is available for that item. Contact your care management consultant to request materials in Spanish.