



CASE STUDY

**Mobilizing
maternity: how
Ovia helped a major
health plan improve
outcomes**

80%

increase in CDPHP
member enrollment YoY

24%

increase in monthly active
CDPHP members YoY

3.25x

reduction in the likelihood of
having a preterm birth among
CDPHP Ovia users

The challenge

Maternity-related healthcare expenses present a major challenge for payers and families. Recent estimates indicate that maternal morbidity costs around \$32.3 billion annually.¹ Additionally, the average age of all first-time mothers in 2021 was 27.3 years, the highest in America's history, and this trend persists across most races and ethnicities.² Advancing age is associated with a rise in chronic health issues such as hypertension, diabetes, and obesity - all of which increase the chance of high-risk pregnancies and subsequent adverse outcomes. Despite spending more on healthcare than any other industrialized nation, the United States has the highest maternal mortality and morbidity rates among developed countries.³

According to a 2023 Centers for Disease Control and Prevention (CDC) report, maternal deaths and healthcare inequities recently rose across the U.S., with 1,205 women dying in 2021, compared to 861 in 2020 and 754 in 2019.⁴ The report also indicates that over 80% of pregnancy-related deaths nationally are preventable, with the most common causes being mental health disorders, heart disease, infection, hemorrhage, and embolism.⁵ These conditions can typically be managed by recognizing warning signs, providing timely treatment, and delivering respectful, quality care. However, studies show that at least 36% of U.S. counties are considered maternity care deserts, making it challenging for pregnant patients to initiate and adhere to prenatal care regimens.⁶

Recognizing the critical need to address these issues, Capital District Physicians' Health Plan, Inc. (CDPHP®) began looking for a new approach to engage with their pregnant members. They wanted to drive healthier behaviors across all demographics, specifically in areas that could improve members' health outcomes, such as prenatal appointment adherence and symptom tracking. Additionally, CDPHP wanted to reach women at other stages of their reproductive health. At the time, their women's health program was singularly focused on pregnancy resources and didn't provide robust support for postpartum, parenting, or menopause. Understanding the need to address this gap to better serve a broader range of members, the organization decided to pursue working with a platform that could support health journeys throughout the full spectrum of life transitions.

Recently named number one in member satisfaction among commercial health plans in New York by J.D. Power*, CDPHP noted an increased demand for digital tools among their members and wanted to make a shift.⁷ In 2023, 40% of U.S. adults used health tracking smartphone applications which have emerged as a popular and beneficial method of monitoring personal health.⁸ Data also shows that approximately 30% of women in the U.S. use apps to track their reproductive health.⁹ Seeing the potential to reach members directly, CDPHP sought a digital health partner to collaborate with on modernizing their outreach efforts to support reproductive health, improve maternal outcomes, and reduce overall medical spend.

*For J.D. Power 2024 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards)



\$32.3B

national annual cost of maternal morbidity



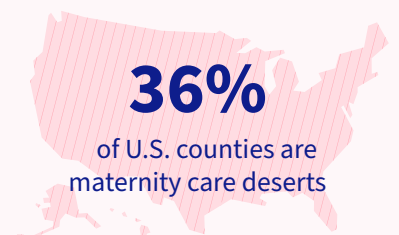
27.3 years

average age of first-time mothers nationally in 2021



United States

has the highest maternal mortality and morbidity rates among developed countries



36%

of U.S. counties are maternity care deserts



80%

of pregnancy-related deaths nationally are preventable

The partnership

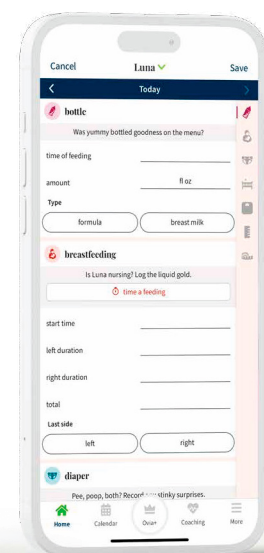
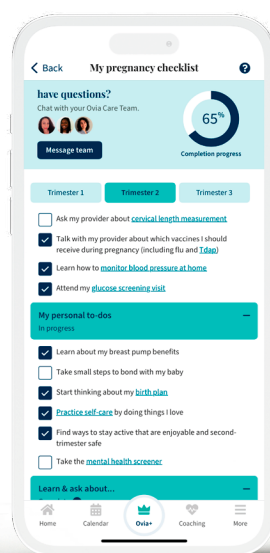
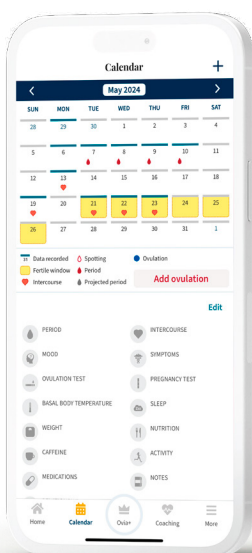
While conducting market research on digital health solutions, CDPHP was particularly impressed by Ovia Health by Labcorp's evidence-based clinical platforms and breadth of resources. "We gravitated toward Ovia because of the data-driven content," said Cassie Diorio, Marketing Manager at CDPHP. "Ovia also had what we were looking for in terms of depth with features spanning from family building to maternal health into postpartum and family life. Many other apps provide preconception and pregnancy support, but we knew that Ovia had so much more to offer."

Ovia is designed to support users on a daily basis through the full spectrum of reproductive health within our member journeys - Ovia and Ovia Parenting. Each offering provides a suite of features to support members who self-monitor their health, including dozens of options across biometrics, mental health, social health, and physical symptoms. In Ovia, members can access cycle tracking, contraceptive education, preventative health tools, and a wide variety of clinical programs - including support for Polycystic Ovary Syndrome (PCOS) and endometriosis. Ovia also educates, supports, and guides members to understand and effectively manage menopause with confidence. Also in Ovia, members can monitor their pregnancy progression, receive gestational-age appropriate educational content and reminders, find in-network providers,

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Cassie Diorio Marketing Manager at CDPHP

engage with the Ovia community, track medication adherence (like low-dose aspirin for preeclampsia risk), and receive reminders for upcoming doctor appointments for each trimester and beyond. With Ovia Parenting, users have access to evidence-based education tailored by child age. They can also set reminders for their child's next feeding, nap, or diaper change, and record important developmental milestones. Both journeys provide access to unlimited one-on-one support from the Ovia Care Team, which includes professionals who have backgrounds as nurses, midwives, lactation consultants, registered dietitians, mental health specialists, and baby sleep coaches. They can also connect members to in-network providers such as OB/GYNs and fertility specialists, and proactively offer racially-concordant providers if desired.



“We felt that Ovia was the solution our employer groups were looking for,” said Diorio. “Of all the digital health tools that we researched, Ovia was the most comprehensive, evidence-based, and personalized.” CDPHP was also pleased with Ovia’s customer service ratings and quality scores. “Great customer service is hugely important to us,” said Diorio. “We saw rave reviews and high ratings online from Ovia users. This was another driving factor in our decision to bring the solution on board.”

In December 2021, CDPHP officially contracted with Ovia. The goal for year one was to encourage 1,250 health plan members across all lines of business to enroll. CDPHP began promoting the Ovia partnership at benefits fairs and various community wellness events focused on women's health. With Ovia’s consultation, CDPHP followed up those promotions with a press release, social media announcements, newsletters, and email campaigns to highlight the benefits of all three journeys. CDPHP also collaborated with Ovia on custom member workshops focused on topics ranging from pregnancy, supporting fertility journeys, and how fitness impacts women’s health.

Through these outreach efforts, CDPHP exceeded their year one enrollment goal by 8%, ending 2022 with 1,347 members enrolled in Ovia. While thrilled with the first year success, CDPHP focused on continuing to grow their member enrollment. “Year one was more about building awareness of Ovia to our members,” said Diorio. “The goal for year two was to target members who really needed the product by recognizing who and where they were.”

In 2023, CDPHP sought to increase overall member engagement and boost enrollment with a goal of 2,000 users. They also wanted to increase engagement among pregnant members to impact maternal outcomes and medical spend. Their specific goals were to lower rates of preterm births, unnecessary C-sections, and preeclampsia. To achieve these results, CDPHP collaborated with Ovia to analyze member data and better understand their unique health needs. It was clear that a one-size-fits-all approach would not be effective for communicating with members. Working in collaboration, CDPHP implemented a targeted marketing plan. This plan identified key audiences and crafted specific messages tailored to resonate with their unique needs.

CDPHP then launched multiple email campaigns, personalizing the content based on member data such as age, life stage, health conditions, and other self-reported details. The personalized content highlighted the Ovia journey most relevant to each specific audience, including mental health support, pregnancy support, and parenting guidance. Working together, CDPHP used a variety of communication channels, including automated email and letter campaigns triggered by pregnancy claims, blog posts, social media, member newsletters (print and digital), quarterly workshop promotions, outreach to employer groups, podcasts, and participation in educational and community events, with a focus on how Ovia can assist their members. CDPHP took the initiative to strengthen partnerships within their in-network healthcare providers by organizing Ovia demonstrations. Ovia representatives led workshops and webinars covering a range of informative topics for OB/GYNs, fertility specialists, pharmacists, and pediatricians. This allowed them to forge relationships with providers who were willing to promote the Ovia program to their patients.



CDPHP exceeded their year one Ovia enrollment goal by

8%

The results

After the 2023 marketing plan was deployed, more CDPHP members quickly embraced Ovia. From December 2022 to December 2023, there was an 80% increase in enrollment. By the end of 2023, a total of 2,422 unique CDPHP members were enrolled in Ovia's solutions. 73% of these are commercially-insured, while 27% are Medicaid beneficiaries. Notably, over half (56%) of Ovia pregnancy members enrolled during their first trimester, when early interventions and preventive measures are crucial to achieving high-quality prenatal care and healthier pregnancies.

Engagement also increased significantly throughout 2023. CDPHP observed a 24% rise in monthly active members (the number of unique users who engaged with the platform) across the member journeys, with Ovia pregnancy seeing the most with a 73% increase. Notably, 20% of members interacted with Ovia's in-house Care Team. Ovia research indicates that members who engage with the Ovia Care Team have fewer preterm births.⁹ By engaging participants proactively during critical life stages, Ovia helps organizations avoid unnecessary medical costs and provides personalized, evidence-driven guidance to members. This increased engagement was impactful in helping CDPHP to reach their goals and improve member health outcomes.

A retrospective analysis of claims data from 2022 and 2023 revealed that CDPHP members who engaged with Ovia who had given birth one or more times in the past (multiparous) reported 6% lower C-section rates compared to those who did not engage with Ovia. Additionally, members who engaged with Ovia who had never given birth before (nulliparous) reported a 2% lower preterm birth rate than those who did not engage with Ovia, despite being significantly riskier on multiple measures at baseline (e.g. higher multiple gestation rates, higher infertility rates, and higher history of recurrent pregnancy loss). Additionally, a preliminary third party analysis indicated that members enrolled in Ovia pregnancy were 3.25 times less likely to experience a preterm birth compared to those who did not use Ovia.



80%

increase in CDPHP enrollment from December 2022 to December 2023



73%

of CDPHP members are commercially-insured



27%

of CDPHP members are Medicaid beneficiaries



56%

of Ovia pregnancy CDPHP members enrolled during their first trimester



20%

of CDPHP members using Ovia interacted with the in-house Care Team



6%

lower C-section rates among CDPHP members compared to non-Ovia users



2%

lower preterm birth rate among CDPHP members compared to non Ovia users

Note that this case study describes the outcomes experienced by CDPHP. Other clients experienced different outcomes. Actual results may vary based upon client population, engagement, and other factors.

Ovia members were also more likely to attend their postpartum visit than non-members. Ovia begins educating members on the importance of the postpartum visit during pregnancy as a proactive measure to encourage attendance. The postpartum visit represents a pivotal shift from the focus on pregnancy care to a broader emphasis on the parent's overall health and wellbeing.¹⁰ At these visits, providers can identify and manage emerging health concerns, including perinatal mood and anxiety disorders (PMADs). However, even when new parents attend their appointments, only half of the providers ask about PMAD symptoms.¹² Ovia's digital health solutions can act as a safety net for individuals whose providers or circumstances don't offer frequent mental health screenings.

In 2023, 37% of CDPHP members using Ovia screened high for PMADs, compared to the national diagnosis rate of 12%.¹⁰ Data suggests that PMADs

affect around 30% of the population, but cases of postpartum depression, anxiety, OCD, and psychosis are often missed and left undiagnosed and untreated.¹¹ Ovia aims to close this gap through inviting members to complete the Edinburgh Postnatal Depression Scale (EPDS), the same validated tool providers use in clinical settings, during the first and third trimesters of pregnancy and at least twice within the first six months after birth. If a member's result indicates a potential risk for a PMAD, a perinatal mental health specialist from the Ovia Care Team immediately reaches out with resources and guidance on seeking in-network treatment. By providing postpartum support, Ovia works to connect more people to the care they need to prevent or treat adverse health outcomes after birth. According to a third-party analysis led by CDPHP, data showed \$2,000 per member per month savings in overall cost of care for members using Ovia during the postpartum period.

30% national population affected by PMADs

12% PMADs national diagnosis rate

37% CDPHP members using Ovia screened high for PMADs

\$2,000

per CDPHP member per month savings in overall cost of care for those using Ovia during the postpartum period



How Ovia's approach makes a difference

Ovia's dynamic approach means members can understand health risks, receive equitable access to the information they need to make health decisions, and proactively manage or prevent health issues. The result is improved health outcomes. For example, Ovia pregnancy offers personalized education on American College of Obstetricians and Gynecologists (ACOG)-aligned preventive screenings and interventions, empowering members to make healthy choices and providing information congruent with what they are hearing from their obstetric providers.

The platform is also designed to identify high-risk issues in an effort to point members to proactive treatment. For example, if a member logs concerning symptoms such as high blood pressure outside a normal range, they receive a Critical Alert to contact their provider and are connected with a member of the CDPHP Care Team. The Ovia Care Team also follows up after any Critical Alert to better understand a member's symptoms and guide to further care when necessary. Proactive condition management and prevention can lead to radically different outcomes for endemic health challenges.

Ovia provides comprehensive support throughout the entire women's health journey - from preconception planning to pregnancy, into the postpartum period and through menopause. Across our book of business when compared to non-users, Ovia users demonstrate improved outcomes across crucial health indicators associated with costly medical issues: up to 65% lower assisted reproductive technology (ART) utilization, 47% fewer multiple gestations, 54% fewer preterm deliveries, 24% fewer C-sections, and 14% fewer preeclampsia diagnoses compared to non-members. In addition to reducing cost, these clinical improvements help members have healthier, safer pregnancies. Ovia's postpartum and family health outcomes are also strong, with 88% employee retention one year after birth, and 92% infant vaccination adherence.

"We recognize that due to the breadth of support Ovia offers, we are impacting women's health beyond just the scope of pregnancy," said Diorio. "By expanding our reach and providing solutions from preconception through parenting and later years, Ovia has helped us develop customer intimacy and achieve more member retention."

Ovia users demonstrate improved outcomes across crucial health indicators associated with costly medical issues



up to
24%
fewer C-sections



up to
14%
fewer preeclampsia diagnoses compared to non-members



up to
65%
lower assisted reproductive technology (ART) utilization



up to
47%
fewer multiple gestations



up to
54%
fewer preterm deliveries

Note that these outcome(s) reflect(s) the greatest improvement experienced by a single client for this/these clinical condition area(s). Other clients experienced different outcomes in this/these clinical area(s). Actual results may vary based upon initial prevalence rate and engagement rates.

Improving outcomes for your organization

Ovia empowers users to take control of their own healthcare journeys by providing intuitive, research-backed tools that enable informed decision-making. Given the rapid growth in the digital health and wellness space, it is critical that payers select clinically informed solutions that drive real results. By collaborating with Ovia, CDPHP connects their members with resources to monitor their health, get one-on-one support, and identify health risks early – when they’re easiest to manage – leading to improved health outcomes. The Ovia-CDPHP partnership extends comprehensive support to members in all stages of reproductive care.

“The journey of building a family is unique to each and every individual, and Ovia has allowed us to meet our members where they are by providing them with support that is personalized to their specific journey,” said Diorio. “With members engaging with the apps on a daily basis, we feel confident that our members are receiving timely information that is evidence-based and intended to support healthier outcomes across the entire life



continuum, which has been demonstrated through the early findings of our analyses.”

CDPHP also reports that its members are highly satisfied with Ovia. According to a survey conducted by Ovia, 100% of members said they would be very or somewhat disappointed if they no longer had Ovia as a benefit.¹⁴

What Ovia members say

The app is very user friendly. This is my first time being pregnant, I have no idea what to expect or have really any idea what pregnancy is like where my body is going or the issues I may face. It gives you a lot of resources for anything you may be questioning. I literally read almost every article on it; they are very helpful.

I love the updates on the baby and what I should be expecting for myself.

The app tracks an incredible amount of data and is very user-friendly.

Want to know how Ovia's deep expertise and simple-to-use solutions can support your members through family building, pregnancy, parenting, and beyond?

Please reach out to us at enterprise@oviahealth.com or request a meeting.

Sources

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