

Supporting parents from day one

Inside the Ovia Health by Labcorp-CDPHP®-Community Care Physicians Collaboration



92% of parents who received a newborn care package with invitations to download the Ovia app at their newborn appointment returned for recommended follow-up care.¹



Families reported feeling informed and supported with access to Ovia at their fingertips.



Providers and health plans benefit from increased engagement during early childhood, strengthening a coordinated, community-based support system.

The challenge

For many parents in underserved communities, accessing pediatric care isn't simple or seamless. In more than 35% of U.S. counties, the absence of local maternity services makes it harder to get consistent prenatal care and to connect with a pediatric team after birth.² When that early handoff breaks down, families are more likely to miss well-child visits—attendance can fall as low as 58%—putting children at higher risk for preventable complications and driving avoidable healthcare costs.³



The solution

Recognizing the value of an integrated, collaborative approach for marginalized families, the team at CapitalCare Pediatrics Troy, a Community Care Physicians practice, began a multi-year partnership with local health plan, CDPHP, and Ovia Health by Labcorp to increase access to science-based resources for raising healthy, happy children.

Together, they deliver care packages that equip new parents with the tools and information they need to support childhood development, safety, and wellness.

In addition to toys and books for the new family member, the care packages also include clinically relevant guidance on topics such as breastfeeding, mental health and postpartum depression, safe sleep, preventive care guidelines, and more.

Ovia's digital education and personalized support strengthen the package by further helping families make informed choices and combat confusion.

This initiative was established to build trust between patients and their medical care team, and encourage them to return for developmental screenings, childhood immunizations, and well-child visits, which are critical to individual and family health.

The impact

Early pediatric engagement drives better preventive adherence, lower downstream utilization, and stronger quality performance.

Key benefits include:

- Improves awareness of infant and childhood vaccination schedules, supporting preventive care and quality measures
- Increases adherence to well-child visits and preventive services, helping reduce avoidable ED visits, hospitalizations, and specialty utilization
- Drives earlier and more consistent follow-up during early childhood, supporting long-term outcomes and risk mitigation
- Strengthens coordination between families and care teams, improving engagement during a high-impact, high-leverage period for population health



By providing all families with accessible support and trustworthy information, Ovia encourages them to continue preventive care and remain connected to their pediatric teams. For health plans, this can improve well-child visit attendance, boost quality scores, and strengthen member engagement during a critical developmental period.

Learn more about Ovia Health's comprehensive women's health solution at oviahealth.com

References:

1. New York Health Plan Association. *Supporting the Medicaid Quality Incentive Program: CapitalCare Pediatrics Case Profile*. NYHPA Medicaid QIP Booklet; March 2025.
2. March of Dimes. *Nowhere to Go: Maternity Care Deserts Across the U.S.* September 10, 2024. Accessed January 2026. <https://www.marchofdimes.org/maternity-care-deserts-report>.
3. Smith LB, O'Brien C, Wei K, Kenney GM, Waidmann TA. *Well-Child Visits in Medicaid in 2019 and 2020*. Urban Institute; November 27, 2024. Accessed January 2026. <https://www.urban.org/research/publication/well-child-visits-medicaid-2019-and-2020>.