

Preterm births cost over

\$26 billion
each year¹

Each instance of preterm birth &
subsequent NICU stay costs an
average of

\$95k²

the impact of reducing preterm births and NICU utilization

Almost 11% of newborns are born prematurely in the United States³

The experience is a concerning indicator for newborns, overwhelming for parents, and costly for the healthcare system.

By reducing rates of preterm birth and subsequent NICU stays, we are able to impact the health and wellbeing of the entire family. Ovia achieves these rate reductions by getting pregnant women critical — but often overlooked — screenings and medication that can prevent preterm birth in the first place, as well as monitoring critical health data on a daily basis.

1. Waitzman NJ, Jalali A, Grosse SD. Preterm birth lifetime costs in the United States in 2016: An update. *Semin Perinatol.* 2021 Apr;45(3):151390. doi: 10.1016/j.semperi.2021.151390. Epub 2021 Jan 24. PMID: 33541716.

2. Ovia Health Book of Business Claims Analysis.

3. March of Dimes Report Card for the United States, 2022.

Improving the chances of full-term birth and avoiding NICU stays

Screenings like cervical length measurements have proven cost savings: they are such a clear risk factor for preterm birth that the NICU avoidance easily outweighs the testing cost.^{4,5,6}

Yet, these are frequently overlooked during routine OB/GYN visits, leaving patients without critical knowledge.

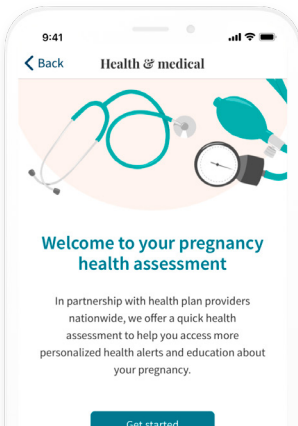
To reduce the risk of preterm birth, Ovia Health encourages members to receive cervical length screenings, nudges those with insufficient cervixes to explore how progesterone medication can reduce their risk of preterm birth, and supports members to control or prevent conditions like gestational diabetes and hypertension that increase the risk of preterm birth.

Finally, since pregnant members visit Ovia on a daily basis, we receive detailed data on risk factors and concerning signs and symptoms, meaning we are often the first to know when something goes wrong. And, when that happens, a coach is there to help guide them towards the next step.

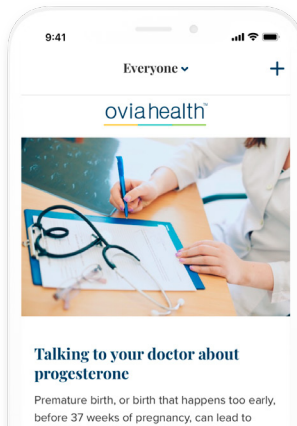
***Up to 54%**
reduction in preterm births among Ovia Health members compared to non-Ovia Health members

Ovia's health programming and experts at work

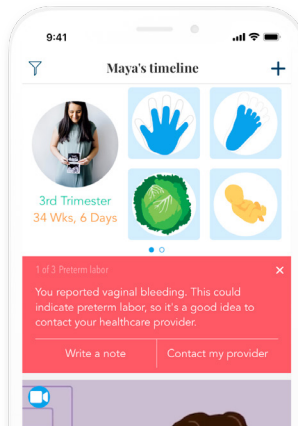
Preterm birth risk factor stratification



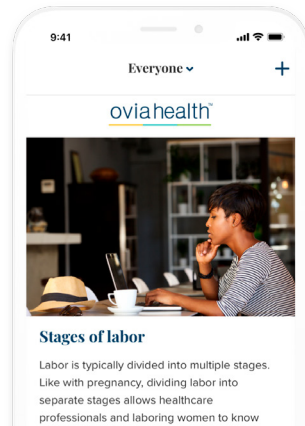
Medication and care adherence



Interventions and triage



Virtual childbirth education and preparation



What this means for your organization

Ovia Health's pregnancy programming aims to decrease rates of preterm birth and subsequent NICU stays, resulting in an estimated cost avoidance of **\$95,000 per incidence**.⁷

4. [American Journal of Obstetrics and Gynecology, "Cost-effectiveness of risk-based screening for cervical length to prevent preterm birth."](#)
5. [American Journal of Obstetrics and Gynecology, "Cost-effectiveness of transvaginal ultrasound cervical length screening in singletons without a prior preterm birth: an update"](#).
6. [Ultrasound in Obstetrics and Gynecology, "Universal cervical-length screening to prevent preterm birth: a cost-effectiveness analysis." transfer guidelines: healthcare dollars saved by reducing iatrogenic triplets."](#)
7. Ovia Health Book of Business Claims Analysis.

*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.