Ovia Health by **labcorp**

Connecting pregnant and postpartum women to mental health treatment

Ovia Health by Labcorp's CareFinder service helps members access timely, in-network care

Gaps in maternal mental health care

1 in 5
women experience perinatal mood and anxiety disorders (PMADs)[1]

Only 50%
of diagnosed women receive treatment—finding in-network care is a major barrier[2]

$32,000
average societal cost of one untreated PMAD case[3]

How the Ovia CareFinder service closes the gaps

67%
of mental health provider searches in Ovia's CareFinder were initiated by members

33%
of those searches were prompted by Ovia Care Team

62%
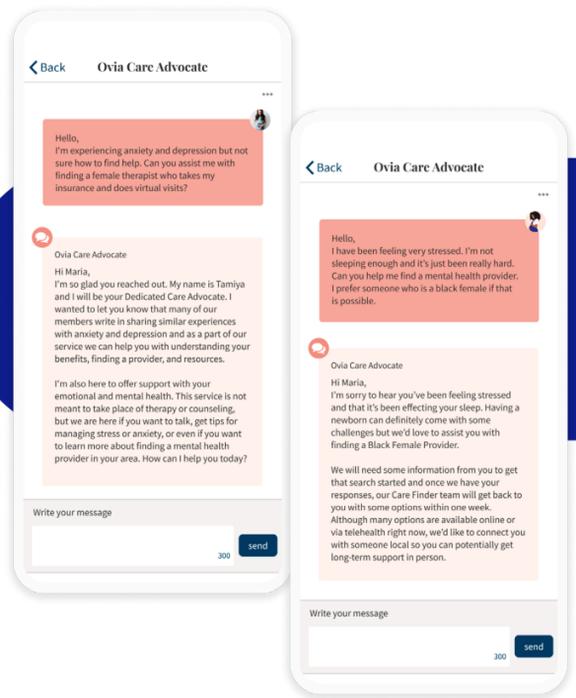of these members made or attended an appointment

The Challenge

Perinatal mood and anxiety disorders (PMADs) affect 1 in 5 women during or after pregnancy, yet most go untreated.[1] Only 60% of those with symptoms are diagnosed—and just half of those diagnosed receive care.[2] One of the biggest barriers? Finding and connecting with in-network mental health providers who align with members' preferences. The cost of inaction is high: each untreated case is estimated to cost $32,000, highlighting the urgent need for improved access to care.[3]

The Solution

Ovia's CareFinder service helps connect members to in-network providers, including mental health. The Ovia Care Team gathers the member's preferences—such as provider race/ethnicity, gender, visit type (virtual or in-person), and benefits—and delivers a tailored list of in-network providers at no cost. Our CareFinder service saves members time and closes the gap between needing help and finding treatment.

'91% of members rated the quality of their most recent interaction with the Ovia Care Team as "excellent."

*Results are based on a subset of Ovia app users who responded to a follow-up survey after a Care Team interaction, and may not represent all user experiences.

The Results

67% of mental health provider searches in CareFinder were initiated by Ovia+ members, while **33% were prompted by outreach from the Ovia Care Team**—demonstrating the value of both self-guided and guided support. Members came from 23 U.S. states, spanning both rural and urban areas, highlighting the widespread demand for accessible mental health resources. The **majority of searches (38%) occurred within the Ovia Pregnancy app* by pregnant and postpartum members**, underscoring the importance of embedding care access directly into the pregnancy experience.

Among members who used the Ovia CareFinder service and responded to follow up, **62% had already made or attended an appointment** with a mental health provider.** By connecting women with personalized, in-network options, CareFinder helps translate intent into action. When we remove barriers to finding care, more women can get the mental health support they need.

*Since the time of this analysis, Ovia Pregnancy has been consolidated into the Ovia+ app.
**Results include appointments both with providers shared by CareFinder and with providers respondents identified separately.

What This Means For Your Organization

For payers, early intervention in PMADs not only helps improve health outcomes for mothers and babies—it also helps reduce overall healthcare costs. Ovia's CareFinder service shows how digital tools can expand access to in-network care, drive smarter benefit utilization, and reduce costly out-of-network spending.

By meeting members at a critical moment, CareFinder enhances the experience and impact of care. Unlike standalone telehealth solutions, Ovia+ is designed to integrate seamlessly with existing benefits—maximizing value, minimizing waste, and turning navigation into action.

To learn more about Ovia Health by Labcorp's comprehensive women's health programs, including 1:1 coaching, evidence-based clinical programs, and personalized health and wellness education, visit **www.oviahealth.com.**

References:
1. https://policycentermmh.org/maternal-mental-health-fact-sheet/
2. https://www.psychiatrictimes.com/view/the-perinatal-mental-health-crisis
3. New Study Uncovers the Heavy Financial Toll of Untreated Maternal Mental Health Conditions. (2019, April 29). Mathematica. https://www.mathematica.org/news/new-study-uncovers-the-heavy-financial-toll-of-untreated-maternal-mental-health-conditions