



37.5%

of deliveries result in a
C-section¹

...costing

2x

as much as vaginal
deliveries²

how birth planning decreases unnecessary C-sections

C-section rates are increasing in the United States at an alarming speed.

In contrast to vaginal birth, C-sections are quite literally a form of surgery, meaning long recovery times for new moms and sky-high costs for health plans. There's also mounting evidence that C-sections deprive babies of critical bacteria that they pick up in the vaginal canal, providing additional challenges to long-term family health.

The World Health Organization estimates as many as two-thirds of C-sections are unnecessary.³ Through careful birth planning led by expert health coaches, Ovia reduces rates of unnecessary C-sections and lower costs.

1. Ovia Health Book of Business Claims Analysis.

2. "Rise in delivery complications is increasing hospital costs", Modern Healthcare.

3. World Health Organization, "WHO statement on caesarean section rates."

Proactively prevent unnecessary C-sections

Many people believe that health factors are the primary influence as to whether a delivery turns into a C-section, but hospitals actually have the most impact.⁴

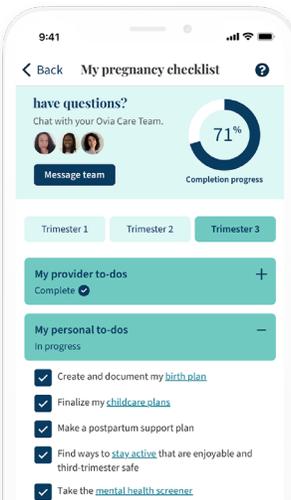
In addition to hospital norms, the earlier in labor that parents arrive at the delivery center, the more likely they are to receive unnecessary intervention, including a C-section.⁵

By helping families select hospitals with low C-section rates and educating them about midwifery, doula, and virtual services, Ovia families are prepared to advocate for their needs. When it's finally time, our contraction timer helps them know when to head over to the hospital, staying relaxed and safe at home in the meanwhile.

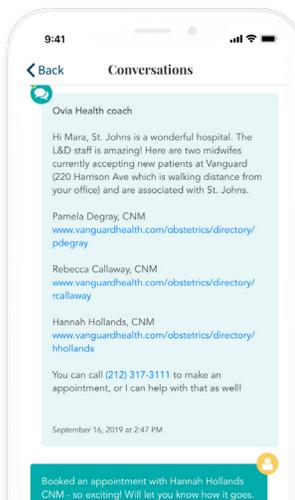
up to **24%***
reduction in
c-sections⁶

Ovia Health's Care Team and data-driven tools offer comprehensive support

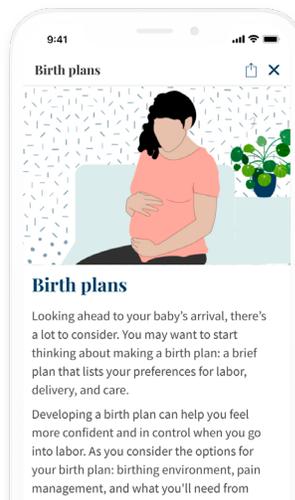
Actionable guidance
at every stage



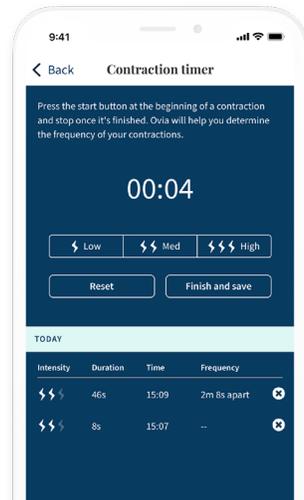
Midwifery navigation
and Care Team
support



Services and
education for
childbirth preparation



Contraction timing
for optimal
hospital arrival



What this means for your organization

Ovia Health's pregnancy support encourages comprehensive birth planning, ultimately reducing C-sections and saving **\$7K** per avoided incidence.⁷

4. Consumer Reports, "Your Biggest C-Section Risk May Be Your Hospital"

5. Consumer Reports, "How to Cut Your Odds of Having a C-Section When You Don't Really Need One"

6. Ovia Health Book of Business Claims Analysis.

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