



Preeclampsia  
is the cause of

**15%**

of premature births<sup>1</sup>

The average incidence of  
preeclampsia costs

**\$23k**

per mother-baby pair<sup>2</sup>

# Low-dose aspirin: the proven way to reduce rates of preeclampsia

**At Ovia, we understand that pregnancy is a beautiful yet complex time in a member's life**

Unfortunately, for the 1 in 12 women who experience high blood pressure during pregnancy,<sup>3</sup> its complexities can turn to scary complications: bleeding, preterm birth, and fetal growth impairment.

Something as simple as low-dose aspirin is an overlooked and potentially life saving measure that Ovia encourages in all at-risk members, reducing rates of preeclampsia and improving outcomes.

1. [March of Dimes, "Preeclampsia."](#)

2. [American Journal of Obstetrics and Gynecology, "Short-term costs of preeclampsia to the United States health care system."](#)

3. [Centers for Disease Control and Prevention, "High Blood Pressure in Pregnancy."](#)

## Improve early identification and decrease rates of preeclampsia

Preeclampsia is a dangerous but preventable condition that can be avoided by taking a simple over-the-counter treatment: low-dose aspirin.

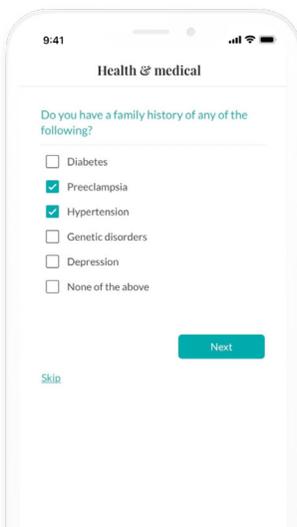
Using predictive algorithms, Ovia proactively identifies members who are at risk of hypertension or preeclampsia and provides them with customized education and support from specialized health coaches.

We help members navigate low-dose aspirin usage and offer clients the ability to opt-in to a program that sends WiFi-enabled blood pressure cuffs directly to high-risk members, putting life-saving tools in the hands of those who need it.

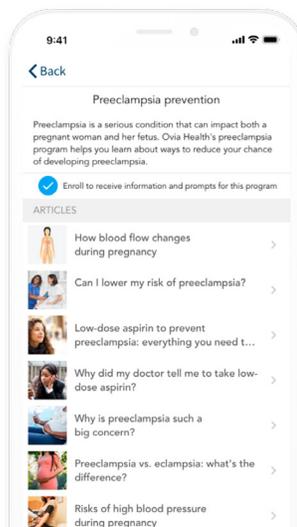


## Ovia's data-driven tools offer comprehensive support

Risk stratification via dynamic health assessments



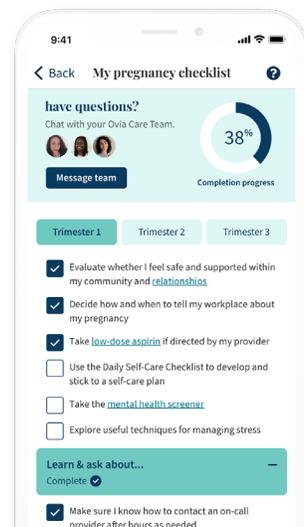
Targeted clinical education



Blood pressure and symptom tracking



Low dose aspirin guidance



## What this means for your organization

Ovia Health's pregnancy programming helps members manage risk and reduce rates of preeclampsia, creating **\$23K** in cost savings per mother-baby pair.<sup>5</sup>

4. Ovia Health Book of Business Claims Analysis.

5. American Journal of Obstetrics and Gynecology, "Short-term costs of preeclampsia to the United States health care system."

\*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.