



Support all the way

Here's a chance to offer your employees a robust maternity program

Great news! You're already familiar with many maternity program features for your employees. But you can offer them even more perks with our new Aetna Enhanced Maternity Program™.

A solution for maternity support

Going through a maternity journey is different for everyone. That's why our holistic, end-to-end family-building solution helps all of your employees, wherever they are on their journey.

So whether they need support for family planning, fertility or postpartum care, we'll be right there as a trusted, reliable resource.

*Fertility advocates are available only with self-insured plans.

Here's how your employees will benefit

The enhanced program will help us:

- ✓ Better identify and engage more of your pregnant employees early on, not just those at high risk
- ✓ Support your employees from preconception through postpartum
- ✓ Give trusted information and guidance about family planning, fertility* and postpartum care
- ✓ Provide personalized “nudges” at the right time, using data analytics, to keep your employees healthy

Special features set this program apart



Guided genetic health

For those who are thinking about starting a family or are already pregnant, we offer **genetic counseling** (by phone) with board-certified genetic counseling experts. We also offer convenient, confidential and cost-effective **genetic testing**.



Predictive analytics and targeted interventions

We use **advanced data science** approaches to identify risk factors in pregnancy. This helps us make personalized recommendations and provide behavior nudges to improve clinical outcomes. These include education and outreach to those who may have conditions that put them at risk. And this can go a long way in improving your employees' health and lowering your medical costs.



Fertility advocate (available for self-insured plans only)*

For those facing infertility, our nurse advocates provide extra support. They'll explain what to expect, review treatment options and go over fertility terminology. And they'll also help your employees navigate the journey through pregnancy and postpartum if they have any risks.



Education to address racial disparities in maternal health outcomes

It's important to offer enriched support for pregnant people of color to help close health equity gaps in care. So we provide enhanced education, preterm labor prevention resources and more. And we provide non-bias and cultural awareness training to our nurses.

With the Aetna Enhanced Maternity Program™, you can give all of your employees the support they need, whether they're thinking about starting a family, facing infertility or already pregnant.



Our targeted nudges can help keep your employees healthy, while lowering medical costs for you.



Don't miss out — offer this robust solution to your employees

We hope you'll take advantage of this enhanced program. By offering it to your employees, you're providing access to caring support during this special time in their lives. To learn more, just ask your Aetna® representative.

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Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna).

Refer to **Aetna.com** for more information about Aetna® plans.