

The Surest approach to maternity benefits

surest[®]

A UnitedHealthcare Company

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Our impact: Those who have a baby while on the Surest plan see costs before delivery

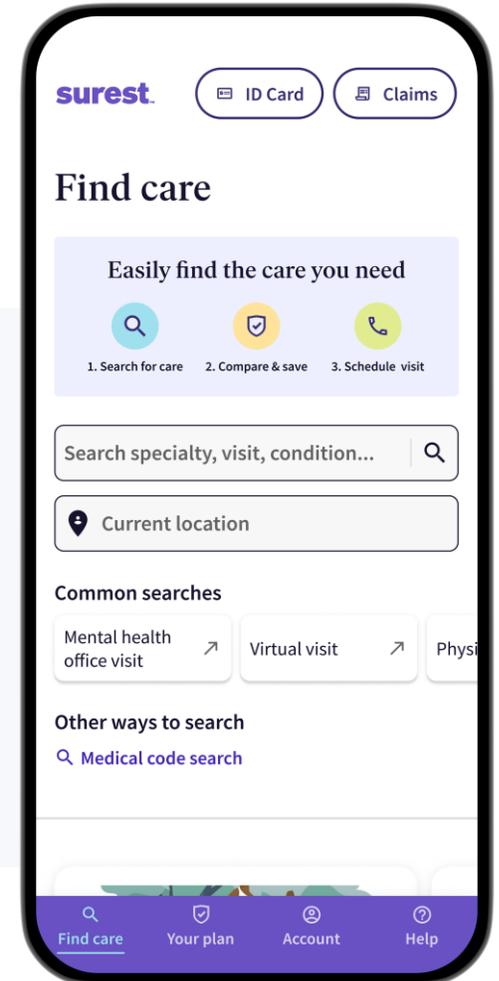
Maternity care and delivery coverage includes delivery, as well as routine prenatal and postpartum office visits, including labs and tests—and **members see these prices in advance, so they can plan ahead and save.**

Those who have a baby on the Surest plan have **47% lower** out-of-pocket costs for maternity delivery care¹



They also have access to extra support through the Pacify app, complete with:

- A 24/7 nurse line
- Lactation consultants
- Dietitians
- Resources for prepartum and postpartum care

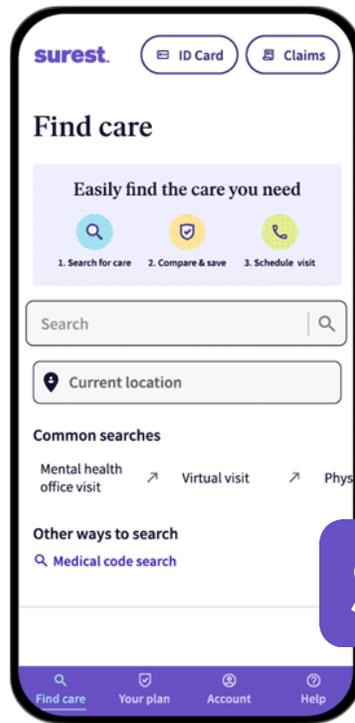


Illustrative example only. Costs and coverage may vary.

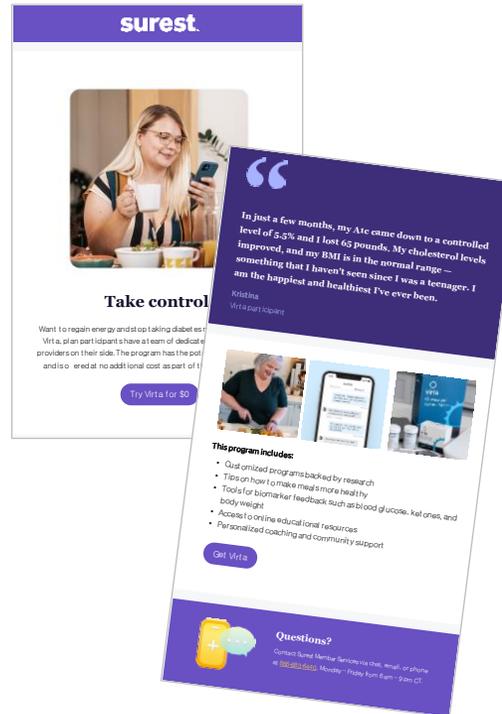
Our three-pronged approach meets members where they are and helps drive improved outcomes



Product design



Campaigns



Clinical Advocacy and Member Services



Illustrative example only. Costs and coverage may vary.



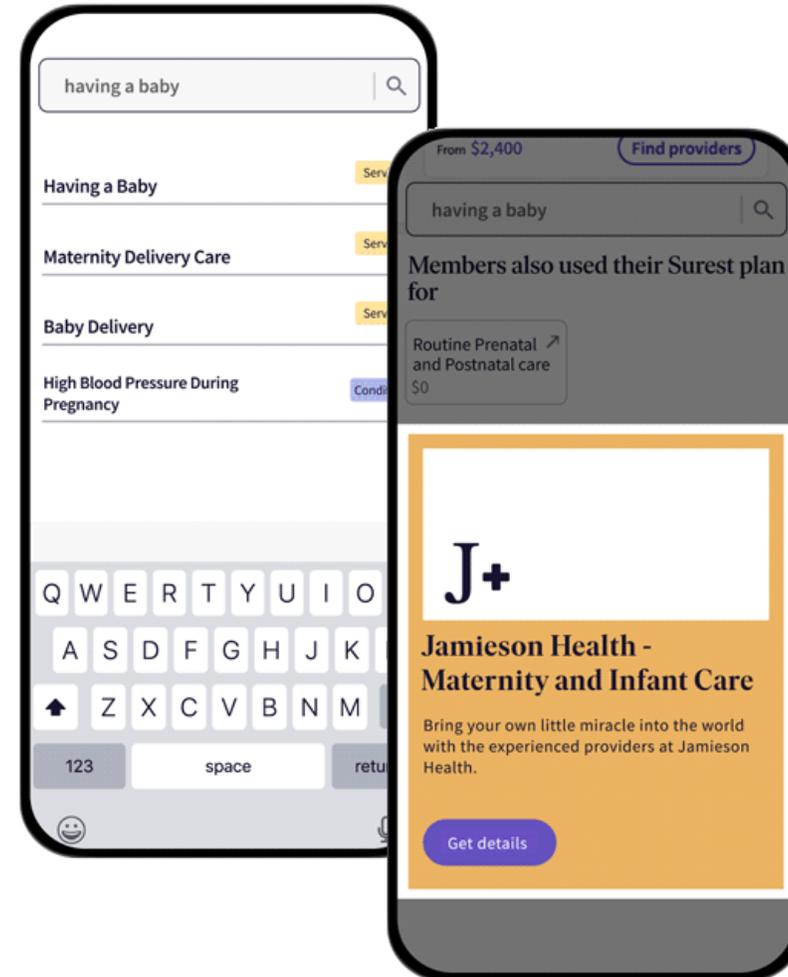
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1. Net Promoter, Net Promoter System, Net Promoter Score, NPS and NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

The Surest approach: Product design



The plan was designed to be easy for members to understand their costs. This way, expectant parents can focus on the baby—not their insurance coverage.



The Surest approach: Targeted campaigns



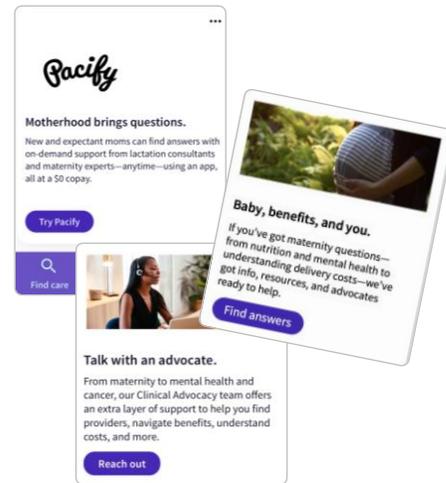
Members are engaging with these communications:

Emails

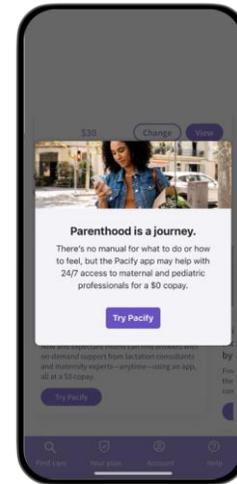
72% Open rate **5%** Click-through rate

In-app messages

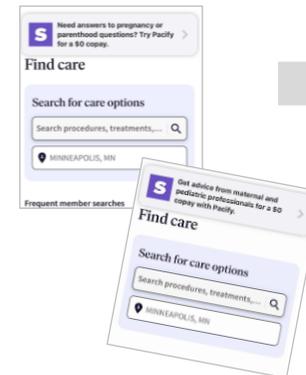
38% Click-through rate



Homepage card scroll on first sign-on, live for a month



In-app message on first log-in



In-app messages sent one month apart



Emails 1 and 2 sent one month after in-app messages and one month apart

The Surest approach: Live support



Having a baby comes with a lot of questions
The Surest team can help:

Case Management

- Work with members and care teams
- Assess member needs and help follow treatment plan
- Find high-value in-network providers

Clinical Advocacy

- Provider-matching
- Decision support
- Navigating benefit

Member Services

- Help using the app
- Finding providers, drugs, and treatments
- Programs and resources
- Warm transfer to Clinical Advocacy team



The member journey

She uses the app to find nearby delivery locations and copays. She'll pay one price for routine delivery care, which includes prenatal care, delivery, and postpartum care.



Claire confirms her pregnancy with a home pregnancy test.

She searches for OBGYN in the Surest app and finds additional resources like maternity guide and program.

She visits the ob/gyn who orders labs and an ultrasound. Claire sees that these lab tests are included in the cost of routine delivery care.

Claire checks app for NT scan copay and finds that it is \$0. Afterwards, she receives an email, an in-app message, and a homepage card outlining pregnancy resources.

Claire uses the app to look for a breast pump and sees second in-app message and receives second email on pregnancy support program.

Claire delivers the baby.

Outreach is triggered

Clinical Advocacy 
 Clinical Advocacy checks for high-risk pregnancy, depression, and social determinants.


 Introduced to case manager for in-depth assessment.

Clinical Advocacy 

The same clinical advocate will do a follow-up call, along with a postpartum and depression assessment. If she wants a breast pump, she can also talk with a lactation consultant.

Resources to help build awareness

Enrollment 101

- 1. Pacify 101**

Pacify provides on-demand access to Lactation Consultants and Nurses, 24/7. You can also connect directly to Surest Member Services, all from your smartphone!
- 2. Download Pacify**

Get the Pacify app at no cost from the app store.
- 3. Create an account**

Select 'Don't have an account' on the log-in screen. Enter an email & password to create an account - it's that simple!
- 4. Enter the sign-up code**

Enter the unique sign-up code provided to you in the Pacify welcome email or gift box to gain access to Pacify at no cost.
- 5. Make a Welcome Call**

Pacify can't wait to connect with you! To talk to a provider, just tap a button on the home screen!

<https://www.pacify.com/surest>

Surest Member Services:
866-683-6440, Monday – Friday, 6 am – 9 pm CT.

Brought to you by:

Flyers

B2C | Newsletter copy: Maternity

Imagery

Messaging map

Headline
Maternity benefits designed for peace of mind. Surest aims to deliver a better maternity benefit.

Short messaging
Babies bring a lot of questions, but your maternity benefit shouldn't be one of them. You can use the Surest app or website to see cost and coverage options in advance. A simple search for "having a baby" lets you see the price (copay) for delivery locations. The copy includes delivery services such as the hospital/ birthing center, epidural, and more. Then do a new search to find a doctor/ provider to deliver your baby at the location you've chosen. When you select an in-network provider, services like routine prenatal visits, ultrasounds, labs, and tests are covered at a \$0 copay. If you have questions about your maternity care, call Surest Member Services at 866-683-6440, Monday – Friday from 6 am – 9 pm CT.

Long form messaging
Babies bring a lot of questions, but your maternity benefit shouldn't be one of them. Use the Surest app or website to see cost and coverage options for care in advance. A simple search for "having a baby" lets you see the price (copay) for delivery locations and includes delivery services like the hospital/ birthing center, epidural, and more. With access to the large UnitedHealthcare network, you can then do a new search to find a doctor/provider to deliver your baby at the location you've chosen. When you select an in-network provider, services like routine prenatal visits, ultrasounds, labs, and tests are covered at a \$0 copay. Surest may assign a lower price for providers with a record of efficient, low cost deliveries, such as those with fewer complications and lower C-section rates. If you do need a C-section, your delivery cost won't change. And, when you search by keywords like "maternity," you'll find additional care options and programs available to support you. The Surest clinical team is also available to answer questions and offer support for high-risk pregnancies or if complications occur by calling 866-683-6440, Monday – Friday from 6 am – 9 pm CT.

Call to action (CTA)
See my benefits!
Get benefit details
Watch how it works

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How it works

Providers

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Members

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SUREST BLOG

The Surest guide to maternity

April 11, 2024

Surest, babies, and you

You have so much to think about as your baby's arrival nears — the last thing you should have to worry about is your insurance coverage. Surest offers comprehensive maternity coverage, including prenatal, delivery, and postpartum care.

Use this resource to better understand your maternity coverage on the Surest plan.

If you're a Surest member with questions about maternity, reach out to us. The Surest clinical team is here and ready to talk. We'll contact you directly.

I'd like some help.

Member guide (blog)

Insurance coverage provided by UnitedHealthcare Insurance Company or its affiliates.
Administrative services provided by United HealthCare Services, Inc. or its affiliates.