

MATERNITY CARE PROGRAM

Providing Personal Support During Pregnancy and Beyond

The Maternity Care program provides one-on-one support for soon-to-be parents focusing on early intervention and ongoing education.

What can employees expect from the program?



Single point of contact

A dedicated on-staff Care Manager experienced in maternity provides personal support through the pregnancy and postpartum period.



Coordination with providers

The employee's Care Manager works closely with their primary care doctor and obstetrician to ensure everyone is working toward the same goals.



Communication and education

In addition to outreach determined by risk level, employees also receive educational materials highlighting baby's progress and what they can expect each trimester.



Postpartum support

Depression screenings, postpartum education, and connection to a Care Manager for up to 12 weeks after delivery.

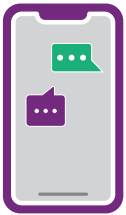
Enhanced Maternity Care program

This version of the program is offered to pregnant employees with active or a history of substance use. The goal is to increase support, promote abstinence, and avoid relapse during pregnancy.

Peace of mind for employers, too. Eligible groups receive detailed reporting on engagement, program completion, and annual cost savings.

WITH WELLFRAME®, GUIDANCE IS THERE WHEN EMPLOYEES NEED IT.

Maternity Care program participants can use the free Wellframe app to keep in touch with their Care Manager, access self management tools, and find answers to their questions.



- ▶ Text with their Care Manager
- ▶ Create personalized to-do lists
- ▶ Set medication and appointment reminders
- ▶ Access educational resources

The Wellframe app also provides access to behavioral health programs, giving parents support for everything from maternity issues and general wellness to anxiety and depression.

Discover more ways we're working for you and your employees at wellframe.com/download



Wellframe



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CDPHP® complies with applicable federal civil rights laws and does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (518) 641-3800 o 1-800-388-2994 (TTY: 711).

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 (518) 641-3800 或 1-800-388-2994 (TTY: 711)。

¹ New York State Office of Mental Health

² Centers for Disease Control and Prevention

³ American Journal of Obstetrics and Gynecology 2024

⁴ KFF 2025 - Racial Disparities in Maternal and Infant Health: Current Status and Key Issues

15-20%

of women experience some form of pregnancy-related depression¹

Every year,

50,000

women in the U.S. experience severe pregnancy-related complications²

Black mothers compared to white mothers are

2X MORE

likely to have severe complications during birth.³

Maternal mortality is 3X HIGHER⁴

49 TEXTS

average employee interaction with care managers on Wellframe, vs just 4.5 interactions over the phone

