








member journey: Ovia Health

Fertility, maternity and pregnancy apps included in your health plan benefits, offered through Blue Cross and Blue Shield of Illinois (BCBSIL)

	Ovia Fertility		Ovia Pregnancy				Ovia Parenting
MEMBER JOURNEY	Planning to have a baby <ul style="list-style-type: none"> I want to get pregnant I talk to my doctor about conceiving 	Pregnancy confirmed <ul style="list-style-type: none"> I'm pregnant I schedule my first visit with my doctor 	First trimester <ul style="list-style-type: none"> I need to choose a care team for my pregnancy and delivery 	Second trimester <ul style="list-style-type: none"> I need to begin preparing the house for my baby 	Third trimester <ul style="list-style-type: none"> I need to choose a pediatrician to see my baby after he/she is born 	Labor & delivery <ul style="list-style-type: none"> I had a healthy delivery I'm learning how to breastfeed my baby 	Postpartum stage <ul style="list-style-type: none"> I have a healthy baby I'm feeling tired and overwhelmed, but happy
High-risk Journey	<ul style="list-style-type: none"> I'm having trouble getting pregnant naturally 	<ul style="list-style-type: none"> I got pregnant with help from fertility treatments 		<ul style="list-style-type: none"> I have factors that make my pregnancy high-risk 	<ul style="list-style-type: none"> I need help managing my pregnancy complications 	<ul style="list-style-type: none"> My baby is in the NICU 	<ul style="list-style-type: none"> I'm depressed and need to talk with someone for help
MEMBER EXPERIENCE	 <ul style="list-style-type: none"> She's notified about access to Ovia Health through her BCBSIL health plan benefits She downloads the Ovia Fertility app and enters BCBSIL as her health plan and employer name She starts cycle tracking and completes a depression screening as part of the health assessment 	 <ul style="list-style-type: none"> She conceives naturally with help from Ovia Fertility app and signs up for Ovia Pregnancy app She completes the pregnancy health assessment She redeems her Ovia Health enrollment incentive (if applicable) Ovia Health assesses members for risk factors 	 <ul style="list-style-type: none"> She receives her personalized early pregnancy education She's directed to BCBSIL customer service to select a care team and facility for delivery She joins a community in Ovia Pregnancy app and talks to other pregnant women who share her experiences 	 <ul style="list-style-type: none"> She tracks her baby's growth and development She's contacted via Ovia Pregnancy in-app coaching to provide guidance and support She's able to read articles and get reminders specific to her BCBSIL health plan benefits 	 <ul style="list-style-type: none"> She tracks symptoms and gets instant feedback and critical alerts She receives early breastfeeding education and support She receives a checklist and has access to tools to prepare for delivery 	 <ul style="list-style-type: none"> She knows when to go to the hospital using the Ovia Pregnancy app contraction timer She receives guidance about mom and infant care and safety She's reminded to add her baby to her BCBSIL health plan She brings baby home from the hospital 	 <ul style="list-style-type: none"> She's instructed to sign up for the Ovia Parenting app She receives guidance on breastfeeding, infant sleep, return-to-work planning and more Ovia Health conducts a postpartum depression evaluation She redeems her Ovia Health postpartum assessment incentive (if applicable)
High-risk Experience	Ovia Health triages high-risk members to BCBSIL High-risk Maternity Management team	BCBSIL maternity specialists conduct ongoing, telephone outreach to high-risk members	Members can click to call a BCBSIL maternity specialist from within the app	Members are encouraged to continue engaging with the Ovia Pregnancy app	BCBSIL NICU nurses conduct telephone outreach to members with known NICU stays to help them prepare	BCBSIL NICU nurses conduct telephone outreach to members with unexpected NICU stays	High-risk members are supported after their babies are born