

The Impact of Premature Birth on  
Health Care Costs  
and  
The Healthy Babies Healthy  
Business Program

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Lisa Amlung Holloway  
March of Dimes Ohio Chapter  
State Director of Program Services



## What We are All About

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**Mission:**

- To improve the health of babies by preventing birth defects, premature birth and infant mortality
- 4 Strategies to Reach our Mission
  - 1: Research
  - 2: Advocacy
  - 3: Community Services
  - 4: Education



# March of Dimes Prematurity Campaign

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A multiyear, multimillion-dollar campaign to address awareness, education and research to help families have healthier babies



## Why Premature Birth?

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It's a common, serious, costly medical burden.

Prematurity had risen by nearly 30% during the twenty years preceding the campaign.

It's the #1 killer of newborns.

The leading cause of death in first month of life

A leading cause of death in the first year of life

Premature infants are more than 15 times as likely as other infants to die in the first year of life.

It's a major risk factor for child illness and disability.

The March of Dimes is well suited to tackle the challenge.



## A Quick Look at Ohio

150,879  
babies are born

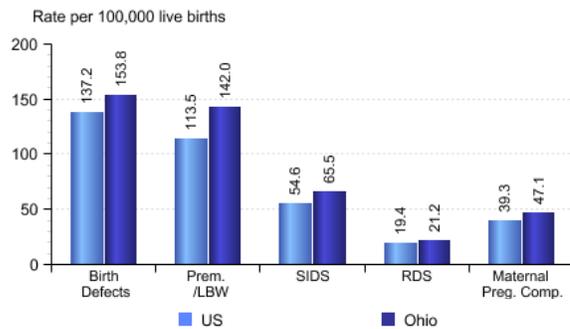
19,842  
babies are born preterm (13.2%)

13,188  
babies are born low birthweight (8.8%)

1,168  
babies die before reaching their first birthday (7.8)

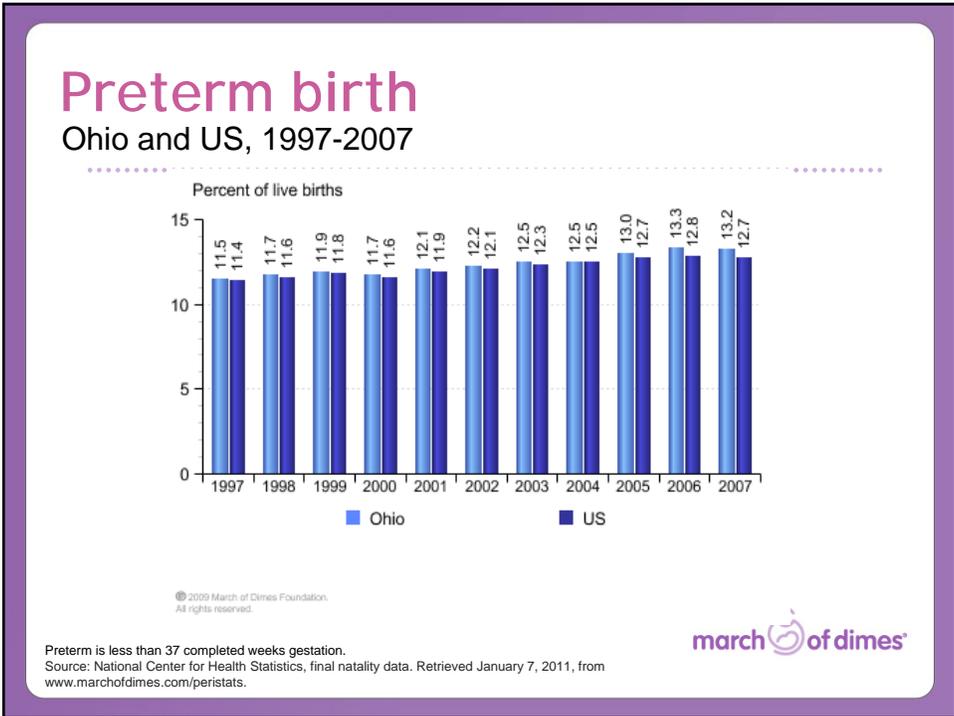
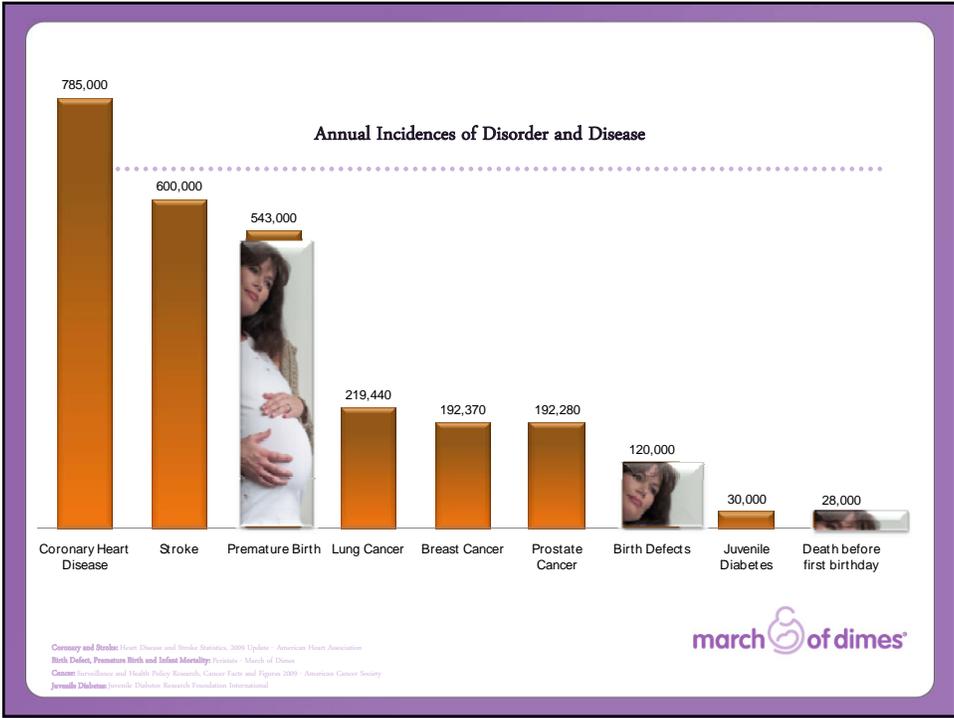


## Causes of infant mortality: U.S. and Ohio, 2006



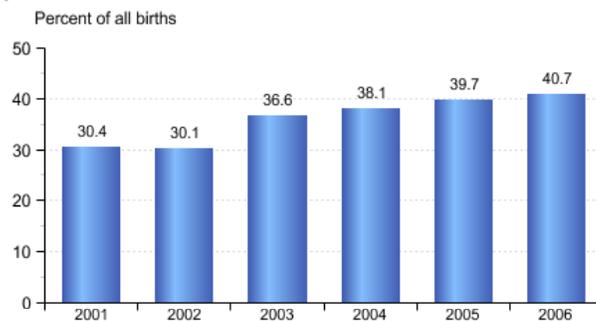
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## Medicaid coverage of births

Ohio, 2001-2006



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Footnotes available in notes section.

Source: Data collected by the National Governors Association, March 2009 - June 2009.  
Centers for Medicare and Medicaid Services, MSIS Statistical Report. Data prepared by  
March of Dimes. Retrieved January 7, 2011, from [www.marchofdimes.com/peristats](http://www.marchofdimes.com/peristats).



## Cost to Business

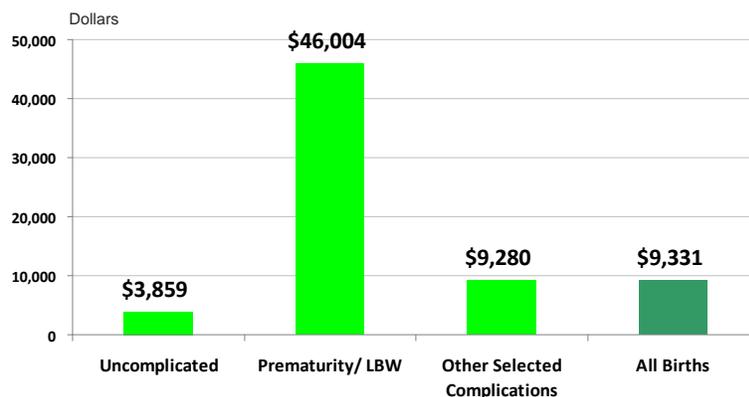
The IOM estimates the societal economic cost of prematurity to be \$26 billion annually.

Direct health care costs to employers for premature babies during the first year of life average \$46,004, compared to \$3,859 for babies born healthy and full term.

On average, premature babies covered by employer plans spend 14.2 days in the hospital during the 12 months following birth, compared to 2.3 days for full-term babies.



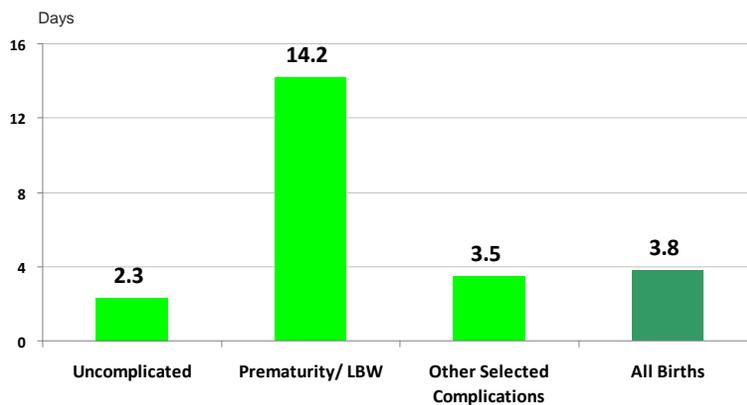
## Average Payment by Health Plan for Newborn Care



Source: Thomson Healthcare. Babies were chosen from MarketScan Commercial Claims and Encounter database for 2005 and were only included if they had at least twelve months of continuous enrollment after birth.



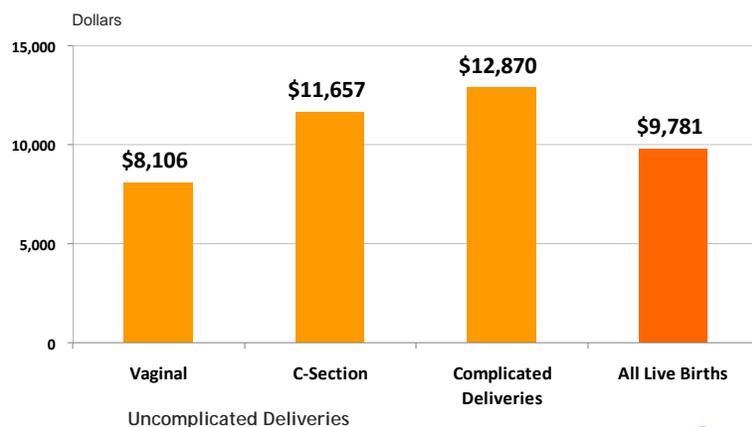
## Average Inpatient Hospital Stays for Newborn Care



Source: Thomson Healthcare. Babies were chosen from MarketScan Commercial Claims and Encounter database for 2005 and were only included if they had at least twelve months of continuous enrollment after birth.



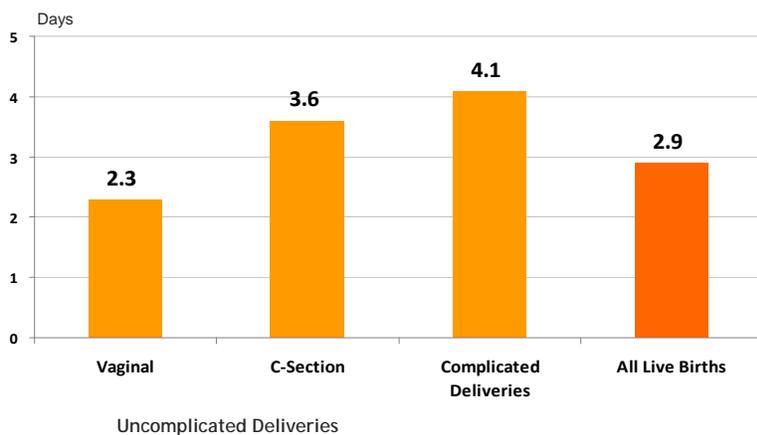
## Average Payment by Health Plan for Maternal Care



Source : Thomson Healthcare. Mothers were chosen from the MarketScan Commercial Claims and Encounter data base for 2005 and were only included if they had at least nine months of continuous enrollment before birth and three months after birth.



## Average Inpatient Hospital Stay for Maternal Care



Source : Thomson Healthcare. Mothers were chosen from the MarketScan Commercial Claims and Encounter data base for 2005 and were only included if they had at least nine months of continuous enrollment before birth and three months after birth.



## Total Direct Costs by Maternal- Newborn Complication Status

| Maternal / Newborn Combination                 | Provider Charges | Total Payments | Net Payments | % Payments by Plan |
|--|------------------|----------------|--------------|--------------------|
| Uncomplicated Delivery + Uncomplicated Newborn | \$27,949         | \$15,506       | \$13,886     | 89.5%              |
| Complicated Delivery + Complicated Newborn     | \$77,805         | \$46,009       | \$44,367     | 96.4 %             |

Source : Thomson Healthcare



## Total Direct Costs + Wage and Productivity Costs

|                            | Maternal/Newborn Pair |             |
|----------------------------|-----------------------|-------------|
| Maternal =>                | Uncomplicated         | Complicated |
| Newborn=>                  | Uncomplicated         | Complicated |
| <b>Direct Costs</b>        |                       |             |
| Health Plan Payments       | \$13,886              | \$44,367    |
| <b>Indirect Costs</b>      |                       |             |
| Short Term Disability Days | 55.8                  | 60.0        |
| Wages                      | \$8,464               | \$9,103     |
| Productivity               | \$15,477              | \$16,646    |
| <b>Total Costs</b>         |                       |             |
|                            | \$29,363              | \$61,013    |



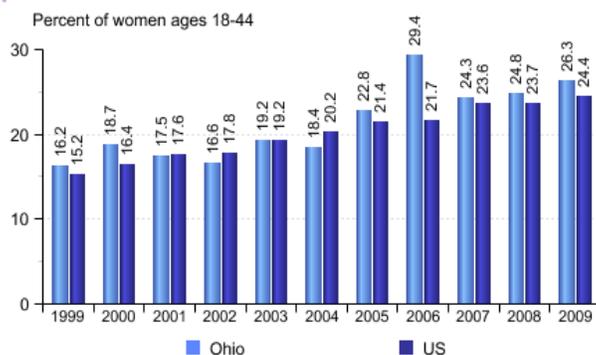
## Risk Factors for Premature Birth

Current multifetal pregnancy  
History of preterm birth  
Some uterine and/or cervical abnormalities

Chronic health problems (high blood pressure, diabetes, obesity)  
Medical risks in current pregnancy  
Behavioral and environmental risks (smoking, drinking alcohol,  
using drugs)  
Demographic risks (African-American, over 35)  
Other risks - stress, abuse, etc.



## Obesity among women of childbearing age Ohio and US, 1999-2009



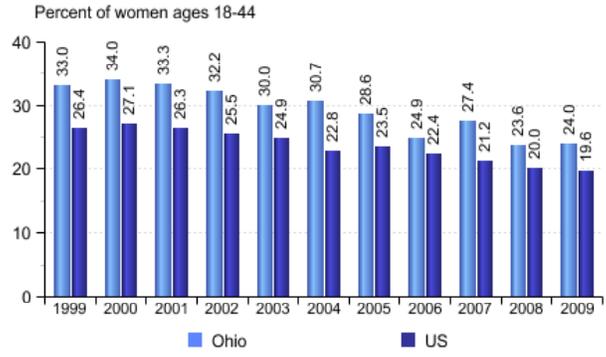
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Footnotes available in notes section.  
Source: Behavioral Risk Factor Surveillance System, Centers for Disease Control and  
Prevention. Retrieved January 7, 2011, from [www.marchofdimes.com/peristats](http://www.marchofdimes.com/peristats).



# Smoking among women of childbearing age

## Ohio and US, 1999-2009



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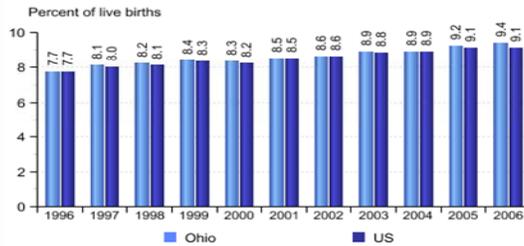
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 Source: Smoking: Behavioral Risk Factor Surveillance System. Behavioral Surveillance Branch, Centers for Disease Control and Prevention. Retrieved January 7, 2011, from [www.marchofdimes.com/peristats](http://www.marchofdimes.com/peristats).



# Late preterm births

## Late preterm births

Ohio and US, 1996-2006



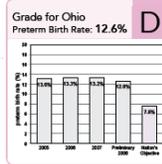
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Late preterm is between 34 and 36 weeks gestation.  
 Source: National Center for Health Statistics, final natality data. Retrieved September 12, 2010, from [www.marchofdimes.com/peristats](http://www.marchofdimes.com/peristats).



### March of Dimes 2010 Premature Birth Report Card

The March of Dimes graded states by comparing each state's rate of premature birth to the nation's 2010 objective of 7.8 percent. Premature birth is the leading cause of newborn death in the United States. We don't yet understand all the factors that contribute to premature birth. The nation must continue to make progress on research to identify causes and potentially effective, and on interventions and quality improvement initiatives to improve outcomes.



#### Status of Selected Contributing Factors

| Factor               | Previous Rate | Latest Rate | Status | Recommendation  |
|----------------------|---------------|-------------|--------|---|
| Uninsured Women      | 14.9%         | 18.9%       | ✗      | Health care before and during pregnancy can help identify and manage conditions that contribute to premature birth. We urge federal and state policy makers to guarantee implementation of health reform by expanding coverage for women of childbearing age, and we urge employers to ensure workplaces that support maternal and infant health. |
| Women Smoking        | 23.6%         | 24.0%       | ✗      | Smoking cessation programs can reduce the risk of premature birth. We urge federal and state policy makers to immediately implement comprehensive Medicaid coverage of smoking cessation coverage of providers of health reform.  |
| Late Premature Birth | 9.2%          | 8.7%        | ★      | The rise in late premature births (34-36 weeks) has been linked to rising rates of early induction of labor and cesareans. We call on hospitals and health care professionals to establish quality improvement programs that ensure consistency with professional guidelines regarding cesareans and inductions prior to 37 weeks gestation.      |

★ = moving in the right direction    ○ = no change    ✗ = moving in the wrong direction

**State Action:**  
For information on how we are working to reduce premature birth, contact the March of Dimes Ohio Chapter at (614) 769-3388.



| 2006 | 2008 | %Change |  | 2006 | 2008 | %Change |
|------|------|---------|--|------|------|---------|
| 13.3 | 12.6 | -5.3    |  | 9.4  | 8.7  | -7.4    |

## Ohio Perinatal Quality Collaborative

*“About 8,256 babies born in Ohio between September 2008 and March 2010, who probably would have been delivered at 36 to 38 weeks in the absence of the initiative, instead were delivered after 38 weeks (at term) according to an internal data analysis by the collaborative”.*

*“In that same 19-month period, an estimated 250 neonatal intensive care unit admissions were avoided, a cost savings of an estimated \$10 million to \$12 million a year”.*

Dr. Edward Donovan

Professor of clinical pediatrics in the Child Policy Research Center at Cincinnati Children's Hospital Medical Center and a co-founder of OPQC  
The Cleveland Plain Dealer, July 2010





## Healthy Babies Healthy Business®

A multidimensional worksite wellness program from the March of Dimes



## Solutions are within our grasp



A family-friendly workplace is beneficial to employees and employers. These standards were prepared by the March of Dimes to promote the well-being of your

employees before, during and after their pregnancy. Helping your families have healthy babies makes good business sense.

### Fourteen Standards for Workplaces that Support Maternal & Infant Health

1. Provide information to employees on preconception, prenatal, postnatal and infant care through classes, brochures, a library, e-mail or (a) directed Web site(s)
2. Provide a positive working environment that is smoke-, drug- and toxin-free for all employees, including those who are pregnant
3. Encourage healthy activities, such as walking and healthy food choices; include offer of discounts to gyms and fitness resources for all employees
4. Provide information about healthy pregnancy and childbirth, encouraging early and continuing prenatal care and information about preterm birth prevention
5. Provide flexibility in scheduling to allow time off for regular prenatal appointments when possible
6. Provide reasonable physical accommodation for pregnant employees, such as a place where they can rest with their feet up, if needed
7. Provide flexibility in scheduling to allow time off for pediatric appointments during baby's first year when possible
8. Provide a private area where lactating women can pump and store breastmilk
9. Provide health insurance coverage that includes comprehensive preconception, prenatal, childbirth and postnatal care, including immunizations and maternal depression screening, or facilitate through a liaison the application for insurance through state or private agencies
10. Offer an employee assistance program
11. Provide access to flextime when possible
12. Provide access to work from home/telecommuting when possible
13. Provide access to job sharing when possible
14. Provide job protection beyond the federal Family and Medical Leave Act (FMLA) provisions for the birth and care of an employee's child, or for the adoption or foster care placement of a child

One way to adopt the first standard is to register to use our Healthy Babies Healthy Business® worksite wellness education package — it's complimentary from the March of Dimes ([marchofdimes.com/hbbs](http://marchofdimes.com/hbbs))



Approved by the National Business Group on Health

## Employer Programs that Address Risk Factors

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Smoking cessation programs  
Employee assistance programs (EAPs) that address substance abuse, depression, etc.  
Health risk assessments  
Fitness club discounts  
Childbirth education classes  
Flexible spending accounts  
Pregnancy and newborn benefits



## Background

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Labor Force (Women 16-44) - 41.7 million  
- Women (16-44) as % of Labor Force - 46%  
U.S. Births - 4.1 million  
Birth Rate (per 1000) among women 16-44 in labor force - 48  
Births among women 16-44 in labor force - 2.0 million



## What is HBHB?

A FREE multi-dimensional workplace education program with six resources to help companies improve employee health and the health of their bottom line:

1. My 9 months—high-quality health and wellness information for the company Intranet
2. March of Dimes Web sites in English and Spanish
3. E-mail access to March of Dimes health information specialists
4. Print materials on pregnancy and newborn health in English and Spanish
5. Shareyourstory.org—Online community for families of premature babies
6. Bereavement materials for employees who have lost a baby or child



## Who is Using HBHB?

253 organizations using HBHB (Sept. 2010)

|          |                          |
|----------|--------------------------|
| WalMart  | Nebraska Dept. of Health |
| Sprint   | Farmer's Insurance       |
| Cigna    | Cornell University       |
| Hallmark | CVS/Caremark             |

18 organizations in Ohio (current)

|                  |                               |
|------------------|-------------------------------|
| GE Aviation      | Dayton Chamber of Commerce    |
| Duke Energy      | Fayette Co. Memorial Hospital |
| Sherwin Williams |                               |
| Midmark          |                               |



- [Home Page](#)
- [Cost of Saving Babies](#)
- [Online Demonstration](#)
- [Product Specs](#)
- [HR Center](#)
- [Get Started Now!](#)
- [Log In](#)
- [Contact Us](#)

## HEALTHY BABIES, HEALTHY BUSINESS®

Reduce Your Healthcare Costs  
While You Help Save Babies



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**IT BEGINS WITH AN EDUCATED EMPLOYEE**

Premature birth is a serious, common and costly problem. Since 1981, the rate of premature birth has increased approximately 90%, accounting for over 500,000 babies a year. It's the leading cause of newborn death and may result in lifelong disabilities. Nearly 50% of the total charges for infant hospital stays in 2002 were for babies who were born too soon or too small.

March of Dimes has created a free tool to help employees make better health care decisions. **Healthy Babies, Healthy Business** is a multi-dimensional health education program for the workplace. It offers six resources to help companies improve employee health and the health of the company's bottom line.

**The 6 Components of the Healthy Babies, Healthy Business Program**



**1 "My 9 Months"™**  
High quality health and wellness information for the company web site or intranet.  
[View the online demo.](#)



**2 March of Dimes Web sites**  
in English and Spanish:  
[www.marchofdimes.com](http://www.marchofdimes.com)  
[www.nacersano.org](http://www.nacersano.org)



**3 E-mail access**  
to March of Dimes Health Information specialists.



**4 Printed health education materials ...**  
on childbearing topics in English and Spanish.  
[View the online catalog.](#)



**5 An online community ...**  
for NICU families. Participate in online discussions, start a blog, make friends.  
[www.shareyourstory.org](http://www.shareyourstory.org)



**6 Guidance, comfort & information ...**  
for employees who have lost a baby or child.  
[Order bereavement materials.](#)

# "My 9 Months"



Brought to you by the March of Dimes.

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[EN ESPAÑOL >](#)

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There's a lot you can do both before and during pregnancy to help you have a healthy baby. Developed by March of Dimes experts, this web site gives you the information you need — when you need it.



**BEFORE YOU'RE PREGNANT**

- [9 Questions Before Pregnancy](#)
- [Are You Ready Emotionally for a Baby?](#)
- [Are You Ready Physically for Pregnancy?](#)
- [Are You Financially Ready for a Baby?](#)
- [Ovulation Calculator](#)
- [Folic Acid](#)
- [Pregnancy After 35](#)
- [Choosing a Prenatal Care Provider](#)



**DURING YOUR PREGNANCY**

- [Due Date Calculator](#)
- [Healthy Eating During Pregnancy](#)
- [Exercise During Pregnancy](#)
- [Weight Gain During Pregnancy](#)
- [Prenatal Care](#)
- [Smoking and Pregnancy](#)
- [Alcohol](#)
- [Preterm Labor](#)
- [Cesarean Birth for Medical Reasons](#)
- [How Your Baby Grows](#)
- [Welcome To the World!](#)
- [Just for Dads: Helping Out During Pregnancy](#)



**MOM AND BABY**

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- [Newborn Screening Tests](#)
- [Infant Car Seats](#)
- [Breastfeeding](#)
- [Developmental Milestones for Babies](#)
- [Respiratory Syncytial Virus \(RSV\)](#)
- [Immunizations: Your Baby's Shots](#)
- [Flu and Your Baby](#)
- [Postpartum Depression](#)
- [Baby's First Year](#)

Internet 100%

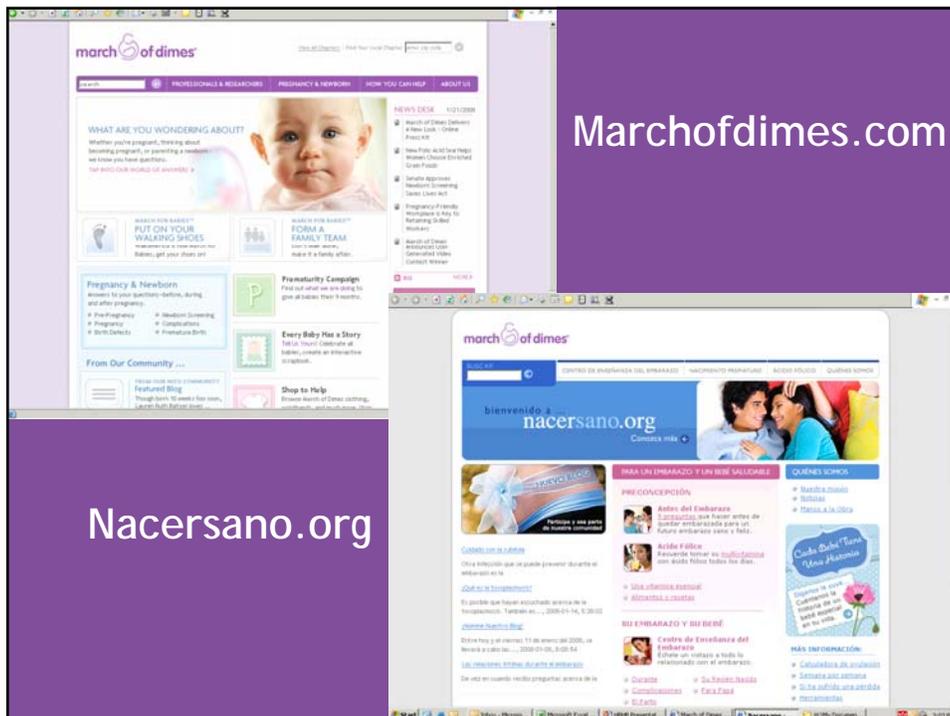
# My 9 Months

## Features

High-quality content provided directly by the March of Dimes  
Content is centrally managed by the March of Dimes  
Marketing kit and implementation guide for benefits administrators  
Seamless integration into your corporate Intranet

## Benefits

Preconception and prenatal educational messages delivered to employees whenever and however they need information  
Healthier employees and babies  
Reduced health care costs  
Improved employee productivity and morale  
Fast, easy implementation



## E-mail access to March of Dimes health information specialists

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[askus@marchofdimes.com](mailto:askus@marchofdimes.com)

[preguntas@nacersano.org](mailto:preguntas@nacersano.org)

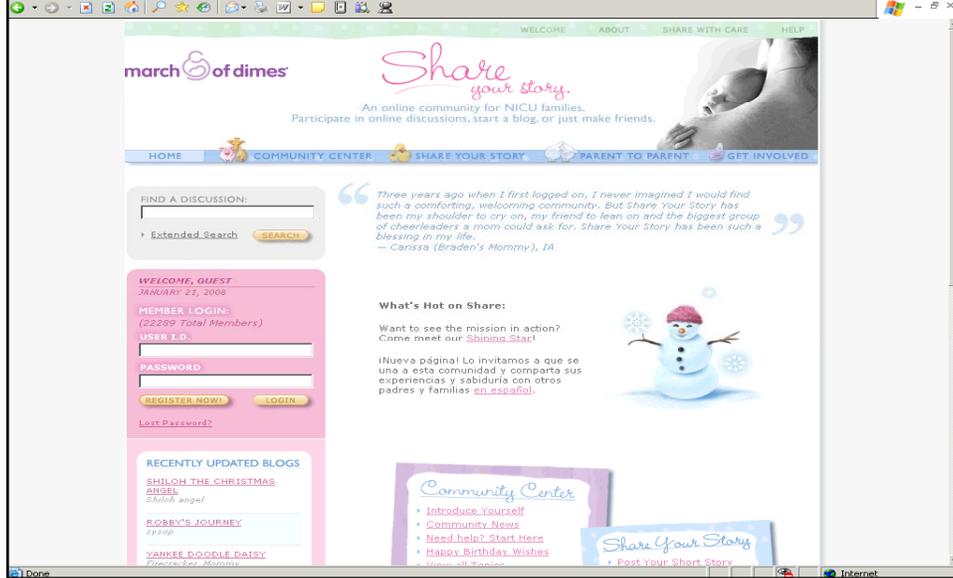


## March of Dimes Print Materials

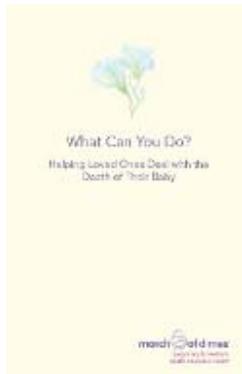
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# Online Community for Families of Premature Babies



# Bereavement Materials



- [Home Page](#)
- [Cost of Saving Babies](#)
- [Online Demonstration](#)
- [Product Specs](#)
- [HR Center](#)
- [Get Started Now!](#)
- [Log In](#)
- [Contact Us](#)



## HEALTHY BABIES, HEALTHY BUSINESS\*

**GET STARTED NOW!**

Thank you for your interest in our **Healthy Babies, Healthy Business™** program. Please fill out the registration form below to get started.

**TIP:** To create a more seamless integration with your intranet, upload your organization's logo, it will be included in the layout of the website.

\* Required Fields

**Your Information:**

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\* Your First Name:

\* Your Last Name:

\* Your E-mail:

\* Your Password:

\* Verify Your Password:

**i** We respect your desire for privacy and will not share your e-mail address with third parties.

**Your Company's Information:**

---

\* Name of Company Headquarters:

Division:

\* Number of Employees:



## My 9 months™

Brought to you by the March of Dimes.



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## Contact

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