



Special delivery

Introducing the maternity support center

Support that spans the pregnancy journey

Now there's a great resource for your employees and their dependents who are new moms, pregnant or just thinking about it. At no cost to you or them.

With the new maternity support center, we're with them through it all — from planning for pregnancy to taking care of baby to navigating benefits. Right on their member website at aetna.com.

So instead of phone calls and confusion, they'll feel confident. Ready to focus on their health, and be the best woman, mom and employee they can be.



Here for her on her journey.
Promote the maternity support center in your workplace.



All about mom and baby

Knowing feels good

With all of the pregnancy articles and advice out there, your employees can take comfort in one source for health and benefits information.

They can find:

- Coverage details, like ultrasound costs
- Pre-pregnancy checklists
- Baby-care tips

Plus — videos, breastfeeding support, postpartum resources and more.

Information when it matters most

Today, we field more and more maternity coverage questions, but it's often later in the pregnancy.

Now we're able to connect with women *before* they're pregnant. So they have early support to make healthy decisions for themselves and their babies.



Support for all stages of her journey

Here are just some of the highlights:

Planning for baby

- Choosing a care team
- Understanding infertility
- Decoding insurance

Pregnancy

- Birth-plan checklist
- Genetic testing
- Dental health

Delivering baby

- Enrolling baby in health plan
- What to know about the NICU
- What to know about breastfeeding

Bringing baby home

- Year-one checklist
- Immunization schedule
- Car seat and crib safety

Taking care of her

- Understanding postpartum depression
- Recovery tips
- Going back to work

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