

Introducing Building Healthy Families

New maternity healthcare program
redefines and expands support



Today, people are finding their own unique pathways to parenthood and redefining what it means to be a family. They want to be able to access support for growing their family at every stage with the same convenience they find elsewhere in today's digital world.

A personalized care journey to healthier parenthood

Beginning in 2024, Building Healthy Families will replace Future Moms, our current maternity support program. This new program offers individuals a more inclusive, personalized, digitally enabled journey to parenthood. Whether they're trying to conceive, expecting a child, or raising young children, individuals and their families can connect to personalized support every step of the way. Online and mobile-friendly tools accessible through our SydneySM Health app offer convenient access to the program's expanded set of support and resources.

End-to-end healthcare support for people starting families



Engaging more members

Comprehensive, personalized, inclusive support for underserved and at-risk populations



Fewer gaps in care

Ongoing risk monitoring with proactive interventions, such as blood pressure, weight, and pregnancy progress



Stronger connections

Convenient 24/7 digital access plus support through chat, email, and phone; prenatal health tracking tools; mental health resources; and postpartum and early childhood parenting support



Broader whole-person care

Personalized solutions from trained coaches and nurse case managers who have access to a complete view of a pregnant member's health

Building Healthy Families expands, enhances, and modernizes Future Moms

Building Healthy Families improves upon Future Moms with convenient digital access to more tools and information, backed by expertise and support that families need.

Features	Future Moms				Building Healthy Families					
		Digital	Email	Phone	Postal		Digital	Email	Phone	Postal
Promotes healthy pregnancy and healthy babies	✓					✓				
Recognizes signs of pregnancy-related complications	✓					✓				
Ongoing pregnancy risk monitoring with proactive intervention for high-risk pregnancies	✓			●		✓	●		●	
High-risk maternity nurse care management	✓			●		✓			●	
Targeted communications to encourage member engagement	✓				●	✓	●	●		Default
Proactive outreach to pregnant members	✓				●	✓	●	●		Default
Member access to program	✓			●		✓	●		●	
Breastfeeding Support with LiveHealth Online (through Sydney Health)	Optional (additional cost)					✓	●			
Accessible through anthem.com and the Sydney Health app						✓	●			
Family Care Coach offering ongoing nonclinical support and coaching to pregnant members						✓	●		●	
Content personalized to an individual's clinical, lifestyle, social, and diversity needs						✓	●			
Preconception content						✓	●			
Maternity and postpartum content and support	✓			●		✓	●		●	
Parenting/early childhood content						✓	●			
Well-being content						✓	●			
Digital trackers: <ul style="list-style-type: none"> Ovulation Health-risk monitoring (blood pressure, weight, glucose, kick counts) Baby (movement, growth, feeding, diaper, vaccination) 						✓	●			
Digital tools: <ul style="list-style-type: none"> Message Center for pregnant members To-do lists Meditation/mindfulness resources 						✓	●			
Fertility Support Program (administered by WINFertility®)	Optional (additional cost)					Optional (additional cost)				

Talk to your Broker or Anthem Sales representative to find out more.

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