

# Maternal and Child Health: A Business Imperative

## Executive Summary

At the National Business Group on Health, our members are telling us they are concerned about:

- A healthier and more competitive future workforce
- Lowering health care costs
- Reducing absenteeism and increasing productivity
- Improving retention/ reducing turnover

### Maternal and Child Health: A Business Imperative

- Maternal and Child health care accounts for \$1 out of every \$5 employers spend on health care, and in 1999, 65.9% of pregnant women had private health insurance, primarily provided by an employer.
- In 2007, the **average medical costs for a preterm baby were more than 10 times as high as they were for a healthy full-term baby**. The costs for a healthy baby from birth to his first birthday were \$4,551. For a preterm baby, the costs were \$49,033. (March of Dimes)
- The average cost of lost productivity related to premature births in 2005 was \$2,766 per employee, compared to 2005 CDC data that found each employee who smokes costs employers \$1,897 in lost productivity each year.
- Employers provide health care coverage to more than half of the children in the U.S.
- A substantial proportion of employee lost work time can be attributed to child health problems.

### What's In the Toolkit?

#### *Resources for Employers:*

- Model Benefit Design for Maternal Child Health (health, pharmacy, vision, dental)
- Side-By-Side Analysis Tool
- The Benefits of Prevention and Early Detection: A Cost-Offset Addendum
- The Business Case For Healthy Pregnancy
- The Business Case for Child and Adolescent Health
- Communication strategies that help employees improve participation
- The Balanced Scorecard to help quantify relationship between direct health care costs and direct business costs
- Benchmarking Crosswalk to identify employer gaps between existing and recommended Cost Calculators
- How to Engage Employees in promoting child health
- AOL and Marriott Case Studies on maternal and child health programs

#### *Resources for Employees and Beneficiaries on:*

- Preconception, Prenatal, Postpartum Care
- Adolescent Health
- Child Health
- Avoiding Medical Errors