



Building Healthy Families

Meeting the family planning needs of
today's workforce



What are the advantages of this unique family planning program?

Building Healthy Families is:

- **Supporting a unique journey to parenthood for all families.**
- Built with market insights to meet specific family planning needs.
- Highly personalized for pre-pregnancy, maternity, and postpartum care, as well as parenting support.
- Powered by artificial intelligence (AI) to create a personalized, whole-person experience.
- Expanding the digital member experience to be easily accessible using the Engage app and online.



Comprehensive support through Engage



Tracking tools for ovulation, weight, blood pressure, due date, and prenatal milestones



A personalized path with app notifications, pre-/post-behavioral health screenings and health-risk monitoring



Meditation, mindfulness tools, and educational support available 24/7



Individual child profiles and parenting trackers for feeding, diapering, development, and vaccinations



Personalized solutions from **family care coaches** and **nurse case managers** provide pregnancy support, including chat and email.



Onboarding Overview

Building Healthy Families – Onboarding

BHF Profile

What are you interested in?

- Family Planning and Fertility
- Pregnancy and Delivery
- Postpartum and Newborn
- Parenting

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Building Healthy Families – Onboarding Pregnancy and Delivery

BHF Profile

Is someone pregnant?

- I am
- Someone else
- No one

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Building Healthy Families – Onboarding

Added for Pregnancy and Delivery when select “I am”

BHF Pregnancy Screener



Let's get personal...

We have a few more questions for you that will help us better support your unique pregnancy. These will only take a few more minutes.

Before we begin: it's possible that you may have already answered some questions about your pregnancy during a phone call with one of our case managers. Did you already complete a pregnancy screener over the phone? If so, we may be able to skip some questions.

- Yes, I have already completed the screener over the phone.
- No, I haven't yet completed the screener.

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Building Healthy Families – Onboarding Family Planning and Fertility

BHF Profile

Tell us more.

- Avoiding getting pregnant right now
- Thinking about getting pregnant or trying to get pregnant (for 6 months or less)
- Trying to get pregnant for 6 months or more

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Building Healthy Families – Onboarding Postpartum/Newborn and Parenting

BHF Profile

Do you want to build a profile for any children in the family?

Yes

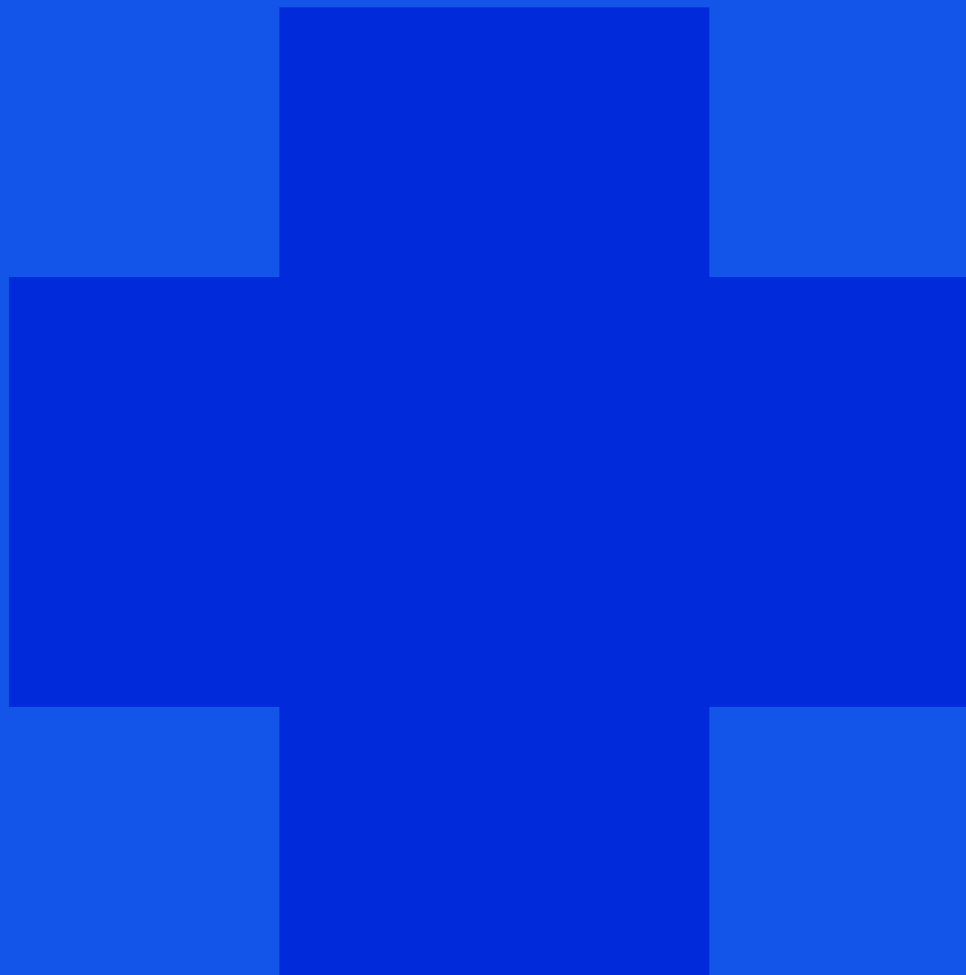
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Appendix



Supporting members with increased program engagement

Building Healthy Families provides you with an experienced ally, supporting their parenting journey from preconception to early childhood



Advancing care through digital experiences

Delivering impactful solutions for pre-pregnancy, maternity care, first-year infant care, and parenting support.



Advocating whole-health and personalized care

Improving outcomes with digital support, patient advocacy, behavioral health, and pre- /post-pregnancy screenings.



Expanding health equity for today's workforce

Supporting the path to parenthood by recognizing that each individual and family has a unique need and path to support it.

A digitally led resource that takes personalized care to the next level



Monitor parent's health

- Ovulation
- Fertility
- Blood pressure
- Weight



Follow baby's milestones

- Movement
- Growth
- Feeding
- Diapering
- Vaccination



Explore added resources

- Fertility content and education
- Meditation and mindfulness tools
- To-do list



Use these digital tools

- Profiles can be added for each child
- Keyword search feature
- Push notifications based on user preference