



## Helping them take good care of themselves *year after year*

### Aetna Women's Health<sup>SM</sup> Programs

With our women's health programs, your employees get support to make smart care decisions. That keeps your costs healthy, too.

#### All about baby

##### A healthier start, at healthier costs

Early detection and prevention of pregnancy complications can cut your costs. With the Beginning Right® maternity program, your employees get support and attention for healthier, happier pregnancies.

They can:

- Take a survey to pinpoint factors that could affect their pregnancy
- Get nurse support through all stages of pregnancy, including extra support for certain risks
- Get help quitting smoking for good, and much more

##### Addressing early delivery

If your employees are at risk for preterm labor, here's a program just for them.

They can learn about signs and symptoms, along with new treatment options. Our registered nurses will also check up with them by phone.

##### Preparing for delivery

*"How can I avoid a C-section?" "How will my body change?"*

Your employees have many questions about labor and birth. Our *Waiting for Baby* video walks them through their journey, including the benefits of completing 39 weeks of pregnancy. To find it, visit [www.waitingforbabyvideo.com](http://www.waitingforbabyvideo.com).

##### Help with infertility

Trying for a baby without success ... it's a tough time for your employees.

Our team of clinicians and infertility coordinators has experience in all areas of fertility to help them through it. If your health benefits or insurance plan offers infertility benefits, we can help your eligible employees get the information and care they need.

## Helping women of color stay healthier

### Cultural health initiatives

Women from some racial and ethnic backgrounds are at greater risk for certain conditions, such as preterm labor. And differences in language or culture may keep them from getting the care they need.

Our initiatives can:

- Help them learn how their race and ethnicity may affect their health
- Improve health outcomes and costs by identifying risks
- Open up access to care

### Breast health support

African American women and Latina women have lower rates of completing mammograms than white women.<sup>1</sup> But the fact is *all* women ages 40 and over should get a yearly mammogram.

So those at risk will get a call from a bilingual staff member to explain the benefits of early screening. They'll also receive a follow-up letter.

## Early action for better outcomes

### Genetic testing for breast and ovarian cancers

Knowledge is power. Your eligible employees can find out if they're at higher risk for inherited cancers through genetic screening. It's completely confidential. Then they can choose counseling and educational services.

### Preventive health reminders\*

Early detection of breast and cervical cancers can save lives. So we'll send your employees reminders — in English and Spanish — to get the checkups they need. They'll also receive health tips based on age.

## For women of all ages, all stages

### Their online source

Here's the place for your employees to learn about pregnancy, breast health and other women's health topics.

They'll also find:

- Preventive care guidelines for all ages
- Videos on reproductive health and infertility
- Information on mental and emotional health

There's much more on [www.aetna.com](http://www.aetna.com). Just type "women's health" in the search bar.

**Healthy women, healthy business.** Ask your sales rep how you can get our women's health programs.

\*Available for commercial health maintenance organization (HMO)-based products and Medicare products.

<sup>1</sup>Aetna's 2014 Racial Ethnic Equality Scorecard (unpublished). Aetna Data Science. August 2014.

**In Idaho, health benefits and health insurance plans are offered and/or underwritten by Aetna Health of Utah Inc. and Aetna Life Insurance Company (Aetna). For all other states, health benefits and health insurance plans are offered, administered and/or underwritten by Aetna Health Inc., Aetna Health of California Inc., Aetna Health Insurance Company of New York, Aetna Health Insurance Company and/or Aetna Life Insurance Company (Aetna). In Florida, by Aetna Health Inc. and/or Aetna Life Insurance Company. In Utah and Wyoming, by Aetna Health of Utah Inc. and Aetna Life Insurance Company. In Maryland, by Aetna Health Inc., 151 Farmington Avenue, Hartford, CT 06156. Each insurer has sole financial responsibility for its own products.**

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**Policy forms issued in Oklahoma:** HMO OK COC-5 09/07, HMO/OK GA-3 11/01, HMO OK POS RIDER 08/07, GR-23 and/or GR-29/GR-29N.

**Policy forms issued in Idaho:** GR-23, GR-29/GR-29N, GR-9/GR-9N, AL HCOC 02, AL HGrpPol 01, ID COC V001 2015 ACA, ID GrpAg01 2015, GR-96814 02, ID-GA-SG-AETNA Amendment 2016 01 and/or AL ID HNO COC Amendment 2016 01.

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