Early enrollment is key to good health

**Beginning Right® Maternity Program**

**Enroll your employees early**

Our Beginning Right maternity program focuses on prevention and education to help your employees and families have healthy, full-term babies. We've developed tools, strategies and materials to build awareness and promote early enrollment.

The Beginning Right program has the most impact when participants enroll before the 16th week of pregnancy. Members can enroll by completing the pregnancy risk survey by telephone or the Aetna Navigator® member website.

The Beginning Right program offers tools and resources to get your employees enrolled early — and keep them engaged throughout pregnancy.
Communicate

An effective communications strategy is important to support enrollment in the program, motivate employees and encourage participation. Senior leadership commitment is an important factor in long-term program success.

We can provide a variety of promotional materials for use at the workplace.

Examples include:

- A prepregnancy fact sheet (printed in English and Spanish)
- Posters (English and Spanish)
- Worksite magnets
- Brochures
- Health and wellness toolkit

Consider using existing channels of communications by sharing information on your online benefits portal — your website, newsletters and e-mail. Linking the Beginning Right program with other company initiatives can help engage employees. Providing program information at employee benefits fairs or promoting at employee campaigns, celebrations and social activities can also be helpful.

We can help develop effective messaging to meet your needs.

Offer rewards

The Beginning Right program currently offers participants a reward for:

- Completing the program’s risk survey before the first 16 weeks of pregnancy
- High-risk members who provide outcome information

You can also increase participation and engage members using:

- Incentives
- Health fund contributions
- Gift certificates
- Cash payments

Hold onsite events

Lunch-and-learns or Aetna women’s health events engage your employees in wellness initiatives. Events offer a personal connection to our women’s health programs.

We can help plan an event that aligns with your health and wellness strategy. Contact your Aetna representative for more details.

Encourage your employees to visit us at www.aetna.com or call us at 1-800-CRADLE-1 (1-800-272-3531) when they become pregnant.

*For self-insured plan sponsors through the Aetna Healthy Actions incentive program. Additional fees may apply.

Health insurance plans are offered, underwritten or administered by Aetna Life Insurance Company and its affiliates.

Health information programs provide general health information and are not a substitute for diagnosis or treatment by a physician or other health care professional. Information subject to change. For more information about Aetna plans, refer to www.aetna.com.

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