



# Wisconsin Wellness Program Favorites

**Worksite Name:** Case Management Specialists, Inc.

**Contact Person**

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**How would you categorize your company?**

- Education
- Healthcare

**How many employees are in your company?**

- < 50

**How would you classify the initiative?**

- Behavioral Program, campaign or intervention (i.e. 10,000 step program, or exercise classes)

**What's the primary focus area for your initiative?**

Other: Maternal and Child Wellness

**Wellness Program Favorite Overview:**

**Name of the initiative:** First Steps to Maternal & Child Wellness

**Purpose:** Employee and Family Wellness & Health Promotion

**Brief Description (1000 character maximum):** Program is designed to be all-inclusive, with services ranging from preconception through the baby's first year of life. The goal of the First Steps Maternal/Child Wellness Program is to provide a proactive, educational approach to childbirth and parenting based on the unique needs of the participants to promote healthy outcomes. The program is done telephonically. Experienced obstetrical nurse case managers ensure a specialized and individual approach to each case.

•First Steps Toward Parenting

A preconception and infertility education program.

•First Steps for Parents

A maternity/prenatal education program.

•First Steps for Baby

An educational program for birth parents and adoptive parents addressing new parenting issues and infant development throughout the first year.

**Evaluation:**

**Why was this initiative successful?**

Educating women to have healthier pregnancies makes financial sense.

**First Steps Toward Parenting**

The employee has a clear understanding of their benefit prior to making choices. Appeal rates decrease.

The employee is less stressed and more productive because there is a resource available to discuss infertility issues confidentially.

**First Steps for Parents:**

Maternity related claims are often the highest cost for employers/insurers. The national preterm birth rate is 12.7%. The cost of one preterm baby can exceed one million dollars.

**First Steps for Baby**

Parenting a new baby is a very stressful time with many unknowns. The care of a newborn changes quickly, week by week.

An infant education program during the first year of life can relieve anxiety and can assist new parents to care for their babies.

This telephonic support can be an invaluable tool to new parents.

**What did employees like/not like about this initiative or receive from this initiative?**

**What would you do differently if you were going to implement this again or what words of advice would you have for another worksite looking to implement this initiative?** The program works best if an incentive is added. For example a savings bond issued in the baby's name upon completion of the program.

**Attachments? Please check here if you have attachments that further describe your initiative and that you are willing to share with others.**

No