



CASE STUDY

## how the world's largest energy drink maker improved birth outcomes

**78%**

reduction in  
preterm births<sup>1</sup>

**150%**

increase in  
VBAC deliveries<sup>2</sup>

**1%**

preterm birthrate<sup>3</sup>

## objective

Like a lot of companies, the world's largest energy drink maker knows that employees' maternal and infant health outcomes have a huge impact on healthcare costs — and on the long-term happiness (and retention) of employees.

## solution

So, four years ago the company began working with Ovia Health™. Ovia offers a mobile digital family health platform that helps people navigate reproductive health, pregnancy, and parenting in order to improve health outcomes and avoid unnecessary healthcare spending.

The energy drink manufacturer had plenty of anecdotal evidence to show that the app was making a positive difference for employees, but they wanted to understand the impact on adverse events and healthcare costs. They asked Ovia and Collective Health to collaborate on an assessment of the platform's health impacts and costs.

## benefit

Collective Health's core tech platform manages a full range of payment and engagement operations. And with their member app, My Collective™, members and their organizations can see, understand, and access benefits, like Ovia, as part of their benefits programs. The company also has a seasoned team of data scientists, statisticians, and actuaries who helped evaluate the impact of Ovia.

## result

For the analysis, Ovia and Collective Health reviewed labor and delivery claims for over 400 women between 2017 and 2020, comparing a cohort who used the Ovia app, and a cohort who did not.



**256**  
non-Ovia labor &  
delivery records  
*in Collective Health's  
database*



**186**  
Ovia labor &  
delivery records  
*in Collective Health's  
database*



**213**  
Ovia users  
*in Ovia Health's  
database*

Ovia's  
programming  
resulted in an  
estimated cost  
avoidance of over  
**\$107,000<sup>5</sup>**

The analysis found that employees using Ovia's health platform and engaging with the educational programming had more vaginal births after C-sections (VBACs) and fewer preterm births and NICU stays compared to employees not using Ovia. Most impressively, the preterm birth rate among those using Ovia was just 1.0%, compared to 4.7% among those not using Ovia, which represents a 78% reduction in preterm births<sup>4</sup>. A typical preterm birth costs between \$13k and \$19k, as compared to \$8k to \$10k for a healthy vaginal birth.

Ovia improves maternal and infant outcomes with education and one-on-one coaching that helps guide parents through pregnancy, birth, and early childhood. The support includes:



Health assessments to determine and identify early risk, intervention and stratification needs



Health tracking, care reminders, and adherence tools



Access to Ovia Health coaches — a team of licensed clinicians — for guidance and support



Virtual childbirth education and preparation



Self-advocacy education to help users find the care they need

replacing an employee costs employers an estimated 1/3 of the employees annual salary<sup>6</sup>

**92%**

return-to-work-rate

**88%**

employee retention

While the results show the impact of Ovia on labor and delivery outcomes, there are also long-term benefits to supporting employees throughout their parenthood journeys. Ovia Health users' return-to-work rate is 92% after birth and retention is 88% a year later<sup>7</sup>, which is significantly higher than the national average of about 80%. Replacing an employee costs employers an estimated 1/3 of the employees annual salary, so supporting and retaining new parents can have a big impact on the bottom line.

# understanding the impact of your benefits programs

The best benefits programs help employees balance their work and their lives, and they can offer meaningful benefits for employers. But with disparate data and perspectives, it can be hard to visualize ROI and demonstrate a benefit's true value.

That's where data partnerships, like the one between Ovia and Collective Health, come in. Better data lets businesses see how their benefits make real-world differences for employees, so they can make smart business decisions that improve the lives of their people.

To discover more about how Ovia Health supports mothers and families and lowers healthcare costs, please visit [www.oviahealth.com](http://www.oviahealth.com).

To learn more about how Collective Health helps employers administer plans and take care of their people, visit <https://collectivehealth.com>.

<sup>1</sup> Based on Ovia Health's and Collective Health's one time cohort analyses for this client. This reduction reflects the decrease in preterm birth rate for this client from 4.7% to 1%.

<sup>2</sup> Based on Ovia Health's and Collective Health's one time cohort analyses for this client. This statistic represents the rate of change between VBAC births that went from 2 in the non-Ovia user rate to 5 for those who used Ovia.

<sup>3</sup> Based on Ovia Health's and Collective Health's one time cohort analyses for this client. Collective health round the preterm birth rate for the Ovia cohort to be 1%.

<sup>4</sup> Based on Ovia Health's and Collective Health's cohort analyses for cost data and national averages.

<sup>5</sup> Based on Ovia Health's and Collective Health's one time cohort analyses for this client. This number represents the estimated cost differential between those who were in the non-Ovia cohort and those in the Ovia cohort. Numbers were based on the average preterm labor and delivery spend.

<sup>6</sup> Forbes, <https://www.forbes.com/sites/johnhall/2019/05/09/the-cost-of-turnover-can-kill-your-business-and-make-things-less-fun/?sh=4639ad917943>

<sup>7</sup> Based on Ovia Health's Book of Business Results 2020

<sup>8</sup> National Institute of Health, Wallace, Saurel-Cubizolles et.al., <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3566292/#:~:text=Within%20one%20year%20after%20childbirth,their%20third%20or%20greater%20child>