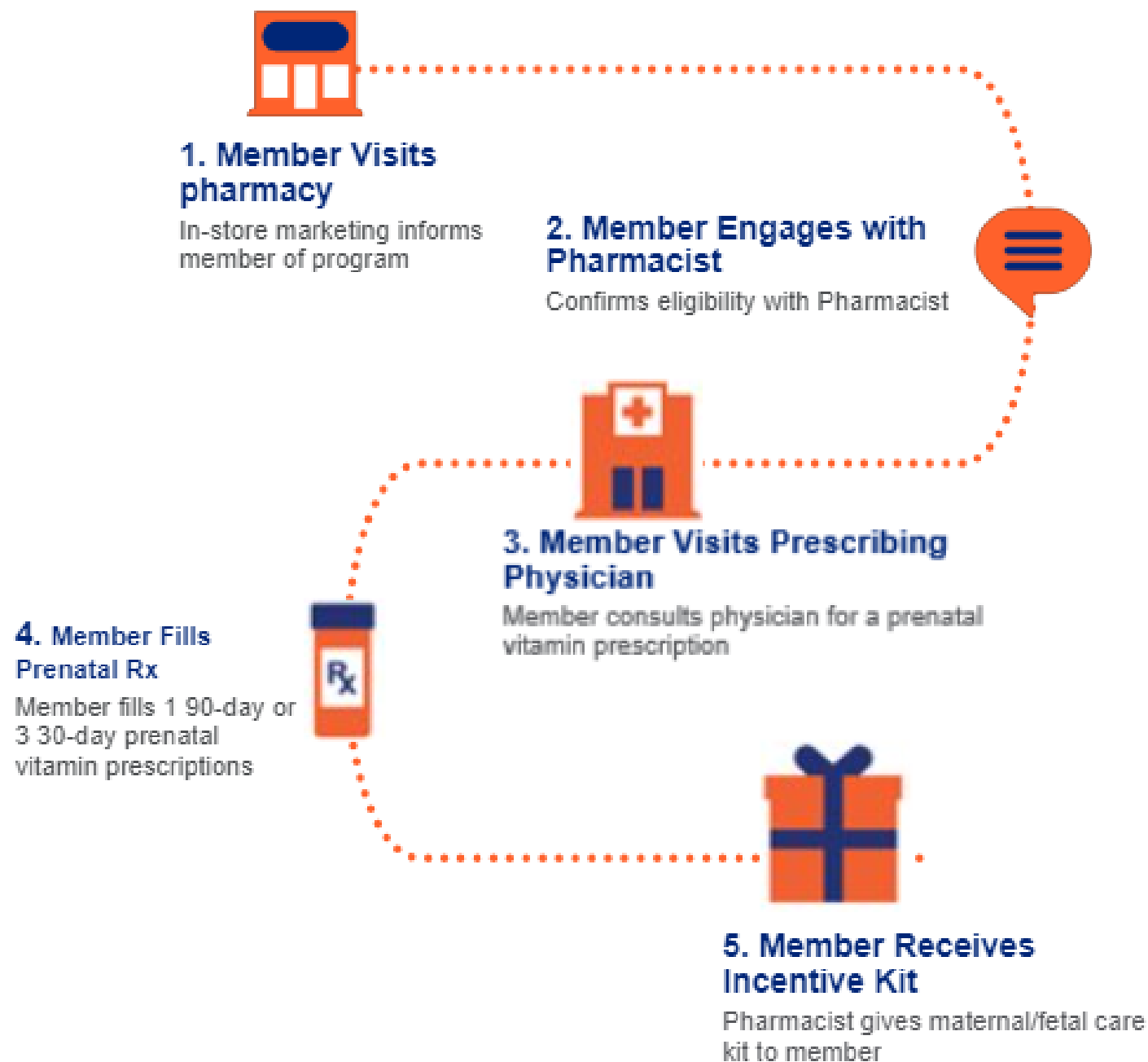


# Bridge to Healthy Baby

Phase	LOBs	Sales Ready Cert	Operational Ready Cert
Pilot – Live in NM, LA, MI	Pilot – All Product - TBD	TBD	TBD

## Member Journey



## Pharmacist Journey



## Overview

*The Bridge to Healthy Baby pilot is a health equity program administered by OptumRx and focused on promoting prenatal healthcare and adherence to prenatal vitamins.*

*The pilot aims to incentivize pregnant OptumRx women of all lines of business to attend prenatal provider care appointments and adhere to a prescription prenatal vitamin regimen to improve infant and maternal health outcomes. The initiative offers maternal care accessories and wallet cards for the Maternal Mental Health Hotline to mothers who fill one 90-day or three 30-day prescriptions for prenatal vitamins.*