NeoCare Solutions℠ coach + app

Bridging the gap between NICU and home

The unintended costs of a NICU stay
Ending up in the neonatal intensive care unit (NICU) is never the plan. But as we all know, things don’t always go as planned.

Some babies are born prematurely. Others with complex medical conditions. They require significant, specialized care — both in the hospital and at home.

• When that happens, parents often feel left on the sidelines ... for days, weeks, even months.
• When it’s time to take baby home, many feel ill-equipped to care for their fragile little one ... all on their own.

Self-doubt, fear and worry are the unintended consequences of a NICU stay. They can drive up medical costs. And even interfere with productivity when parents return to work.

From helpless spectator to empowered parent
NeoCare Solutions helps parents feel ready to handle life outside the NICU — and ultimately help cut overall medical expenses.

It was developed by a doctor, overwhelmed by the experience when his baby required the NICU. The program gives parents their very own:

• NeoCoach. One person with years of NICU experience who’s there for them. To answer their questions and talk to them regularly, while in the NICU and at home.
• NeoCare mobile app. To keep them connected with their coach and armed with information specific to their baby’s needs.

The program supports parents from hospital to home ... through the baby’s first birthday.
Better outcomes for parents and you

We’ve been testing NeoCare Solutions in some pilot markets. We wanted to gauge just how effective the program is before making it more widely available. Here’s what we’ve found so far …

Member engagement and satisfaction

• More than 50% of members with eligible babies chose to participate.◊
• 100% of participating families indicated they would recommend the program.**

Cost savings

Medical cost savings tend to occur in the period immediately following the NICU discharge.◊

They come in the form of:
• Fewer emergency room visits
• Fewer hospital readmissions

That’s because confident parents are more prepared to provide complex care at home. And they’re less likely to jump to the conclusion that something’s wrong. In addition, productivity tends to go up when parents feel like they have everything under control. They’re less distracted and miss fewer days of work.◊

The cost for NeoCare?
There’s no extra cost to members. Only a charge to you when a member enrolls in the program.

Find out more. Talk to your Aetna representative today.
Or visit www.neocaresolutions.com.


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Please keep in mind that neither the NeoCare Solutions program nor the NeoCoach is acting as a health care provider or health care advocate. Any information shared and discussed does not substitute for clinical care and guidance from health care providers in the NICU. For specific health care needs or for complete health information, members should see a doctor or other health care provider. Health benefits and health insurance plans contain exclusions and limitations. Information is believed to be accurate as of the production date; however, it is subject to change. For more information about Aetna plans, refer to www.aetna.com.

Policy forms issued in Idaho include: 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 HNO GA 2015, AL ID HNO COC Amendment-2016-CR1 V001.

Policy forms issued in Oklahoma include: 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.

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