



# Help provide a better start for preterm babies and their families

The Neonatal Resource Services (NRS) program helps support newborns and their families as they begin their lives together. NRS works to help reduce the health risks and high costs associated with premature and complicated births by providing dedicated neonatal care before, during and after higher-risk births.

## A holistic approach to case management

Evidence-based care and support may help reduce the time infants spend in the neonatal intensive care unit (NICU) and help avoid readmissions, which may greatly reduce costs.

- **Parents/caregivers** receive education and support throughout the NICU stay and beyond
- **Infants with complex issues** are referred to and have their issues managed by the NRS Family Care Team up to 1 year of age
- **Low-risk infants** receive support through 30 days post-discharge, including outreach to their pediatrician
- **Registered nurse case managers** provide ongoing case management support and discharge planning
- **Efficient utilization management** helps ensure the appropriate treatment when needed, at the proper level of acuity

**1 in 10**

babies in the U.S. are born too soon, leading to increased risk of birth defects and other health risks<sup>1</sup>

**\$56K+**

average first-year medical cost for a preterm baby, compared with \$5,548 for a healthy, full-term baby<sup>2</sup>

## Personal support during and after the NICU stay

The NRS program is led by a team of experienced NICU nurse case managers and social workers. The program's 4 key components are:

- **Specialized clinicians** who monitor the care plan at every stage of development, collaborate with providers to promote continuity of care and offer decision support to families
- **Frequent case review** to allow for earlier interventions and help ensure the appropriate level of care
- **Post-discharge support**, including monitoring of an infant's health for up to 1 year of age to help reduce readmissions
- **Neonatal program referrals** that help families connect to ongoing care resources, including home equipment and nursing needs, as well as behavioral health resources

## Working to help improve outcomes and reduce costs

We're committed to helping families get the best possible care for their babies while also setting goals for the well-being of your business. The NRS program works to help:

- Reduce maternity- and newborn-related costs
- Produce fewer readmissions and emergency room visits, helping lower costs
- Provide employees with resources that can help their families live happier, healthier lives

### Previous NRS data

**7.9%**

reduction in  
NICU length  
of stay<sup>3</sup>

**≈9%**

reduction in  
length of stay<sup>4</sup>

**27%**

reduction in  
readmission  
rate<sup>3</sup>

**99%**

member  
satisfaction<sup>3</sup>

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<sup>1</sup> 2024 March of Dimes Report Card, United States. March of Dimes, 2024. Available: <https://www.marchofdimes.org/report-card>. Accessed: Aug. 11, 2025.

<sup>2</sup> Optum Internal Analytics, 2022.

<sup>3</sup> Women's Health, NRS Commercial book-of-business results. Optum internal analytics, 2023.

<sup>4</sup> 2025 study of 2023 data for FI and ASO books of business.

The Neonatal Resource Services program is a buy-up for administrative services only (ASO) groups. It is embedded with the health plan for fully insured groups, where applicable.

These statistics are not guarantees of results or outcomes. Results will vary based on client-specific demographics and plan design.

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