

Women's Health Digital Tools Quick Reference Guide



What is Ovia Health™?

Capital Blue Cross has teamed up with Ovia Health™ to offer interactive women's health digital tools, a comprehensive maternity and family health program that provides personalized guidance and coaching for patients to support their health and family-building goals in between provider visits.

The Ovia Health program spans fertility, reproductive health, pregnancy, and postpartum health, as well as parenting and child health. The apps include:

- Ovia – Monitors reproductive health and fertility. This app also includes additional health content, including peri-menopause and menopause, endometriosis education, polycystic ovary syndrome (PCOS) management, male fertility, and more.
- Ovia Pregnancy – Monitors the baby's growth and tracks pregnancy milestones. This app also provides physician-developed clinical programs such as breastfeeding preparation, gestational diabetes prevention, mental health education, and more. Ovia Pregnancy helps you and your patients identify concerns before issues emerge.
- Ovia Parenting – Provides support for postpartum health and the return-to-work process and allows members to connect with a community for every stage of the parenting journey. This app includes parenting resources for children up to age 17 and includes topics such as infant sleep and parent fatigue, sleep training, and more.

Which members have this benefit?

Please confirm the Capital Blue Cross member has the Ovia benefit. This program is not available for Children's Health Insurance Program (CHIP), or Medicare members. Eligibility includes active subscribers and dependents of all genders between the age of 18 and 65 years of age that have Capital as their primary insurance coverage. Eligibility is determined during the member's registration process.

What is the cost to the member?

Ovia apps are free to download. Ovia offers free public versions of the apps. For eligible Capital Blue Cross members, Ovia Health's enhanced and advertisement-free Ovia+ versions are covered at no extra cost. Eligible members will have access to personalized health and wellness features, including an assessment and symptom tracker, clinical programs, and unlimited one-on-one coaching via instant messenger.

Is preauthorization required?

No, preauthorization is not required.

Is the app available in other languages?

Yes, the apps are also available in Spanish.

Does the provider have access to the app (to add or link patient info)?

No.

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Does this information serve as a substitute for regular medical visits and check-ups?

No. The apps support members in their journey, but are not a substitute for regular medical visits/emergency care. Ovia coaches are there for members seven days a week, giving them a consistent source of support between provider visits. They work in tandem with the recommendations and care plans set for them by their provider. Our coaches can fill gaps when you or your team are unavailable, or to answer everyday questions. All information provided by the Ovia apps and personnel is for informational and/or educational purpose only, and does not constitute professional medical advice or consultations with healthcare professionals.

Does Capital Blue Cross have access to the member data from the app? If so, how are they using it?

Capital Blue Cross will receive member-level enrollment, engagement, risk details, and outcomes data for the purposes of care management and care outreach activities, along with reporting and invoicing.

Does the member's employer have access to the member data from the apps?

No.

How does the member participate?

To register, members should:

1. Download the Ovia app that is right for their current stage of women's health and/or family building journey.
2. Select "I have Ovia Health as a benefit" during sign up.
3. Select Capital Blue Cross as the health plan.

Note: Federal Employee Program® Members select "BCBS Federal Employee Program" in the dropdown menu.

4. Verify eligibility by entering first name, last name, date of birth, and ZIP Code. (Members should use the name that appears on their Capital Blue Cross ID card.)
5. If the member already has the Ovia Health app on their phone, they should open the "More" menu, tap "My healthcare info," and select Capital Blue Cross as the health plan. Note: Federal Employee Program Members select "BCBS Federal Employee Program."

How is privacy ensured?

As a HITRUST and SOC-2 certified organization, the apps have security policies and processes in place to protect member data. Additionally, members can reach out to support@oviahealth.com or select the "More" screen for FAQs and general questions. The privacy policy and terms of use are also shared with and available to members.