

cleo

# Cleo's Best Birth Program



Cleo is committed to ensuring personalized guidance and support for all members along their health and parenting journeys. One of the most anxiety-inducing stages for many members is preparation for birth - there are so many decisions to make, such as choosing a hospital or birthing facility, identifying a provider, deciding whether or not to hire a doula, and more. Cleo is able to lessen the stress during this time through our Best Birth program.

## Program Overview

Cleo's Best Birth program enables members to have their best birthing experience by providing personalized guidance and education related to common important choices and discussions families experience before a birth. Expecting Cleo Baby members will be introduced by their Guide to a Cleo Best Birth Specialist, who will educate and provide guidance on areas relevant to planning for birth:

- ☀ Guidance and education on how to build a supportive birth team (including whether to hire a doula)
- ☀ Choosing a hospital or birth facility - the Best Birth Guide will prepare a personalized scorecard to compare birth facilities in their area
- ☀ How to have empowered conversations with their provider and how to discuss your birth preferences
- ☀ Navigating the process of switching facilities should a member decide to change facilities.
- ☀ For higher risk members, we connect members to specialists who help construct a birth plan, and select a care team and facility that is aligned with their personalized medical needs to lower the risk of health complications and avoidable birth interventions.

## Who's the program for?

All Cleo members who enroll during the prenatal period (prior to baby's birth), and who are expecting via pregnancy of one of the members or a surrogate/gestational carrier/newborn adoption.

## What to expect:

Cleo members that participate in Cleo's Best Birth Program feel more empowered and confident as they approach their birth.

Interested in learning more about the Best Birth Program? Connect with your Cleo Family Guide by downloading the Cleo app. Scan here or visit [hicleo.com/enroll](https://hicleo.com/enroll) to get started!

