



Babies,  
Business, and  
the Bottom  
Line

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Affordability Summit  
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march  of dimes®



# stronger, healthier babies

75 years  
in the making

**1970s**  
Newborn  
intensive care

**1980s**  
Surfactant

**1960s**  
Newborn screening

**1990s**  
Folic acid

**1950s**  
Polio vaccine

**today**  
Preventing  
premature births



The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.



A baby's brain at 35 weeks weighs only two-thirds of what it will weigh at 39 to 40 weeks.



35 weeks



39 to 40 weeks



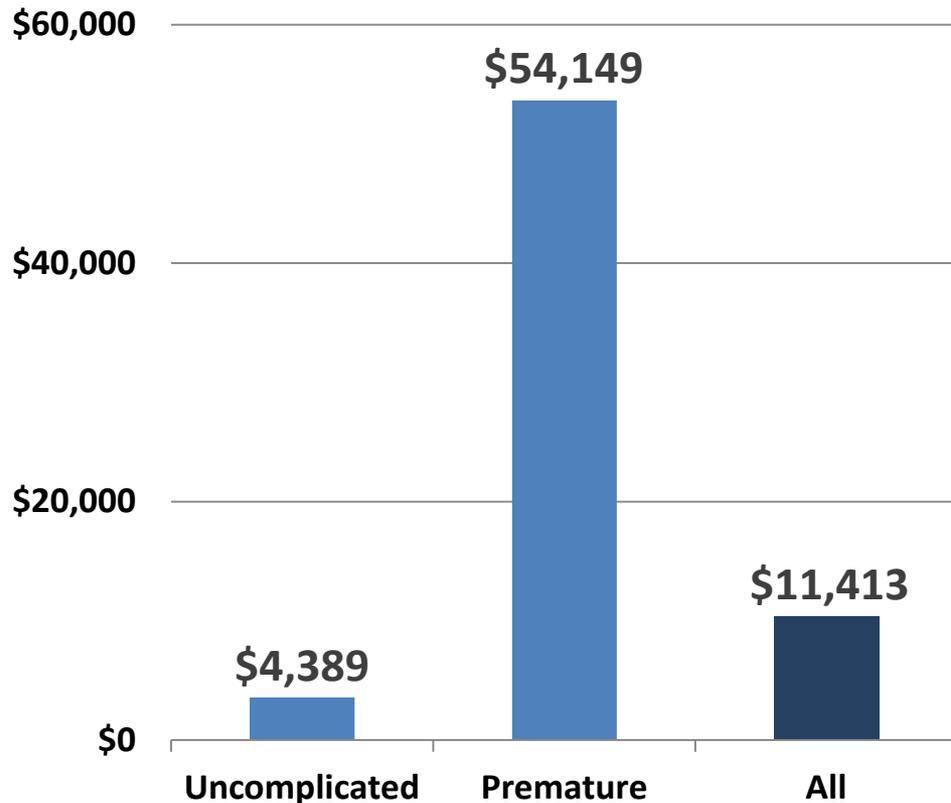
# Cost of Prematurity to Florida's Businesses

## Prematurity...

- Affects 13.7 percent of babies covered by Florida's employer health plans
- Costs Florida's employers more than \$1 billion annually
- Costs individual companies thousands of dollars in absenteeism and lost productivity
- Florida ranks 46<sup>th</sup> among states on preterm birth rates.

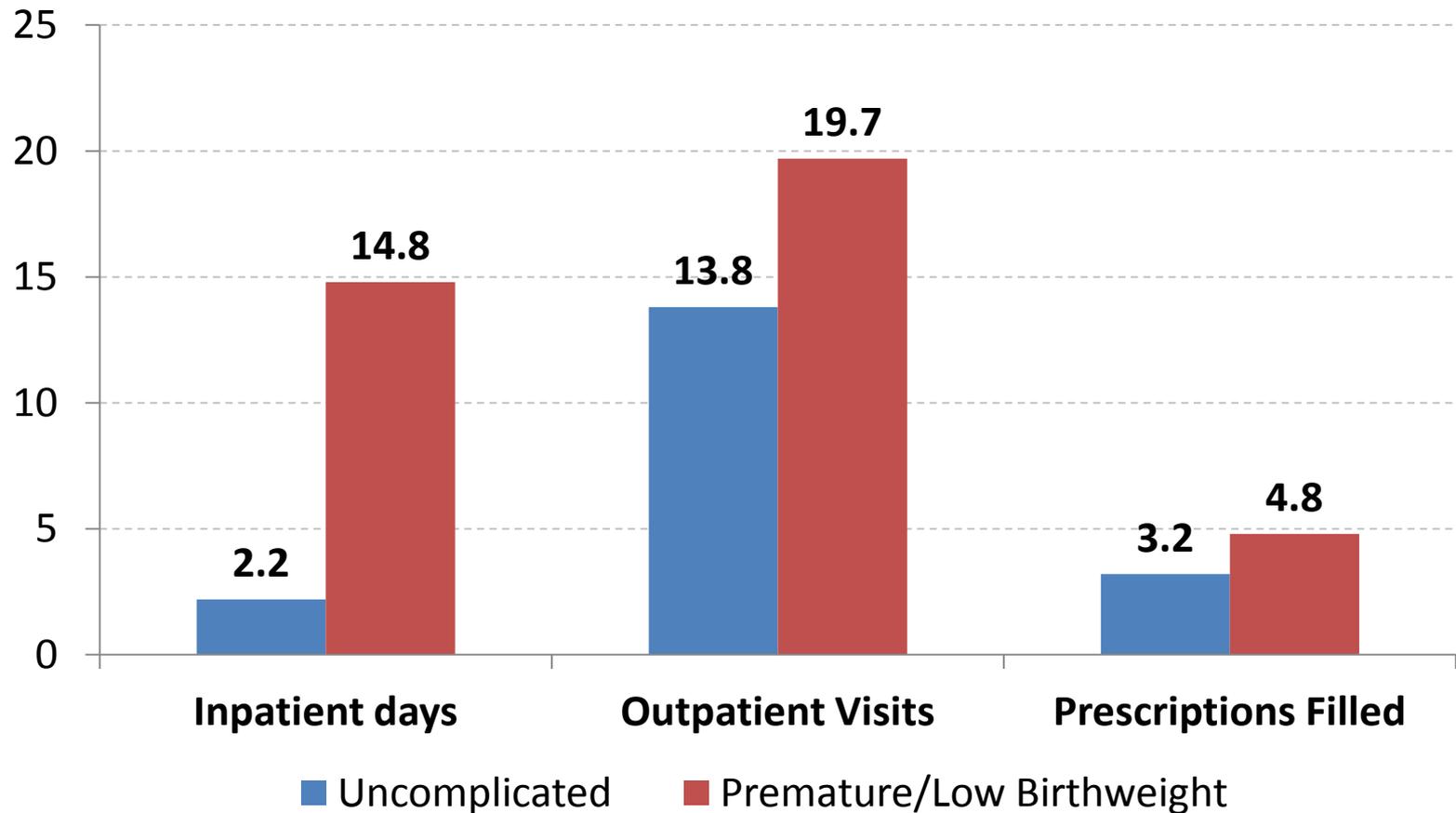


# Total Newborn Expenditures by Birth Outcome



1. Florida employers pay **12 times** as much in health care costs for premature/low birthweight babies as for babies born without complications.
2. Each premature/LBW baby costs Florida employers an additional **\$50,000** in newborn health care costs alone.
3. One in seven Florida babies is born premature. Florida businesses spend **almost twice as much** on that one premature baby as they do on **the remaining six babies combined**.

# Cost Drivers: Average Newborn Healthcare Utilization



A young child with dark hair, wearing a purple t-shirt, is sitting on a grassy field. The child is holding a white rectangular sign with both hands. The sign has the text 'Thank you!' in purple, a '75 years' logo, and the 'march of dimes' logo. There are also several colorful circles (green, orange, blue, purple, pink) scattered on the sign. The background is a blurred green field with trees.

Thank you!

march  of dimes®

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