

A message for providers: New Baby, New LifeSM



When it comes to our pregnant members, we are committed to keeping both mom and baby healthy.

That's why we encourage all our moms-to-be to take part in our New Baby, New LifeSM program, a comprehensive case management and care coordination program that offers:

- Individualized, one-on-one case management support for women at the highest risk.
- Care coordination for moms who may need a little extra support.
- Educational materials and information on community resources.
- Rewards for keeping up with prenatal and postpartum checkups and well-child visits after the baby is born.

How it works

Once we identify a member as pregnant (either through notification from your office, state enrollment files, claims data, lab reports, etc.), we enroll her in the program and do a risk assessment to determine the level of case management support she'll need throughout her pregnancy. Some moms benefit from tips on eating the right foods, exercising or referrals to local agencies; others who have had prior preterm births or who have chronic health conditions, such as diabetes or high blood pressure, may need extra help.

Here at Healthy Blue,

we partner with providers and moms to ensure all medical and resource needs are met, aiming for the best possible outcomes for both moms and babies.

Learning how to stay healthy

From the start

We start with the basics — we supply all our pregnant moms with information to promote the best outcomes. We even offer rewards to moms who keep their prenatal and postpartum appointments. After certain prenatal and postpartum care visits, moms may receive up to \$75 worth of rewards points they can use at select retailers. Moms will also receive either a crib or a car seat when you as the provider sign off on mom's redemption card and fax the form to Healthy Blue to confirm mom has attended at least seven prenatal checkups.

Throughout pregnancy

- Members are enrolled into My Advocate™, a program that provides innovative health communications. This automated service promotes regular doctor visits, compliance with prescription medications and general health education through automated telephone outreach, text messaging or smartphone app throughout the pregnancy and postpartum period.
- We encourage our pregnant members to sign up for the Text4Baby program, a free service through which they can receive text messages in English or Spanish with friendly reminders about health promotion activities and helpful tips about staying healthy and preparing for delivery. Members can visit <https://text4baby.org> to sign up or text BABY (for Spanish, BEBE) to **511411**.

Postpartum

- After giving birth, the member receives information on self-care and care for her newborn.

<https://providers.healthybluelia.com>