

Maternity Support Programs

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**Not available in all states.*

Member Benefits

- Our programs help UnitedHealthcare Community Plan members and their care providers focus on a healthy pregnancy and birth.
- Eligible members have access to:
 - Education
 - Community resources
 - Individualized support from UnitedHealthcare
 - Reward opportunities for reaching certain goals or milestones*
- These programs are available at no extra cost to the member to help them follow your care plan.

**Rewards and incentives may vary by state and member eligibility. For more information, contact your Clinical Practice Consultant or visit the program's website for more details.*

Supporting Your Plan for Pregnancy and Postpartum Care

- Your appointments with the expectant mother are very important to help her understand how to best care for herself and her child.
 - During the pregnancy and through postpartum, you and your patients who are UnitedHealthcare Community Plan members have access to programs and benefits to support healthy choices, remind mothers about preventive care and to help get support for high-risk pregnancies.
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- Pregnancy topics can include:
 - The importance of making and attending appointments
 - Preventive care
 - Care coordination for high-risk pregnancies
 - Referrals to community-based resources
 - Postpartum topics can include:
 - Behavioral health
 - Family planning
 - Breast feeding, when appropriate
 - Referrals to community-based resources
 - Hygiene, including hand washing
 - General health



Maternity Support Programs

Member Maternity Support Programs



Healthy First Steps™ (HFS)



Baby Blocks™ Rewards



text4baby



Specialty Care Support Programs



» Identifies and engages with pregnant members early in their pregnancy



» Offers individualized support and care management for high-risk pregnancies



» Helps to create better member experiences



» Connects members with community resources

What is Healthy First Steps™?

- Once we're aware of a member's pregnancy, we'll contact them by phone. We'll ask questions to assess their health status and resource needs.
- Participating members receive:
 - A welcome kit, including an appointment tracker
 - Ongoing health education
 - Care coordination services, if needed
 - Information about community resources
- Care providers may receive:
 - Consultation and support for complex cases
 - Information about the latest evidence-based approaches and clinical guidelines
 - Updates and performance data on open care opportunities for members
 - Opportunities to participate in provider-based incentive programs*



**Not available in all states.*

- Through Healthy First Steps, we can help pregnant members address their complex care needs, navigate the health care system, and track progress toward goals.
- While we support all pregnant and postpartum members through HFS, high-risk pregnancies are supported by a nurse case manager and their team through the pregnancy term as well as 60 days after delivery.
- We'll also work with the member's care providers on care planning.



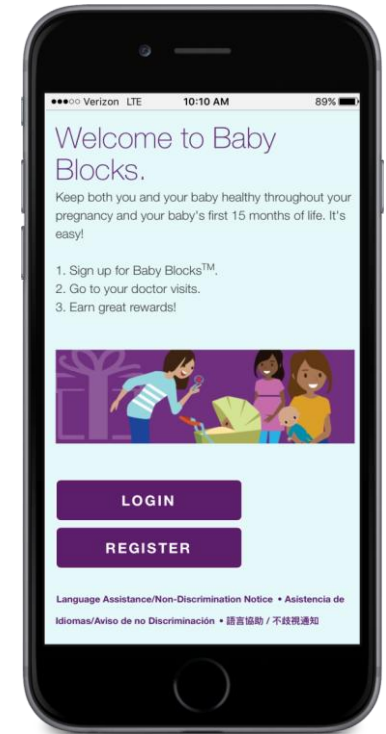
Enroll or Refer to Healthy First Steps

Members can enroll by calling Health First Steps at **800-599-5985** (Monday – Friday, 8.a.m to 5 p.m. local time).

Care providers can refer members by filling out their state's prenatal notification form found at **UHCprovider.com/maternity**.

Baby Blocks™ Rewards

- Baby Blocks is a UnitedHealthcare interactive incentive program that helps encourage members to make and keep doctor appointments during their pregnancy and into the first 15 months of their baby's life.
- Members can earn up to \$100 in incentives by completing recommended prenatal and postpartum doctor visits.
- The reward program is available in most states. Visit uhcbabyblocks.com for more information.



Enroll in Baby Blocks

Eligible members can sign up at uhcbabyblocks.com.

- text4baby is a free, national program offered from a public-private partnership that includes government agencies, non-profit groups, academic institutions and private corporations.
- Patients can enroll in the program and will get texts about pregnancy and postpartum health and safety tips.
- Users can also get updates on their child's development based on the baby's due date or birth date.
- text4baby.org has pregnancy health information, videos, interactive quizzes and links to resources.



Enroll in text4baby

Members can go to text4baby.org to sign up. They can set appointment reminders by texting **REMIND** (or **CITA** for Spanish) to **511411** and following the instructions.

Optum OB Homecare Services*

- Skilled nursing care at home available to help members at risk for certain pregnancy-related conditions.
 - **Preterm Birth Prevention Program** - for members with a history of spontaneous preterm birth and a current singleton pregnancy
 - **Nausea and Vomiting Management**
 - **Diabetes Management** - for patients with gestational or Type 1 or 2 diabetes



**As of January 2019, this program is available in: AZ, CA, FL, KS, LA, MD, MI, MO, NJ, NY, OH, PA, TN, TX, VA, WA. Programs may vary by state; additional programs may be available.*



Refer to OB Homecare

Care providers can go to [optum.com](https://www.optum.com) > Population Health Management > Care Coordination and Specialty Conditions > Women's Health Services for more information.

- **Neonatal Resource Services (NRS)** provides onsite* and telephonic case management to help coordinate post-discharge follow-up care and connect members to additional resources, when needed.
- Optum nurse case managers help coordinate:
 - Discharge needs
 - Education and support
 - Follow-up appointments

**NRS is available in most states and offers nurse case managers onsite in an NICU in over 30 major markets throughout the country. Progeny is used in Pennsylvania.*



More Information

Care providers can go to [optum.com](https://www.optum.com) > Population Health Management > Care Coordination and Specialty Conditions > Women's Health Services > Neonatal Resource Services for more information.



Care Provider Incentive Opportunities

Prenatal Notification Incentives for Care Providers

- We're working with care providers to help identify pregnant members early in their pregnancy, especially those with potentially high-risk pregnancies.
- In certain states,* incentive opportunities are available to care providers.
- **Prenatal Notification**
 - Care providers can help us identify and connect with pregnant members by filling out and submitting your state's notification of pregnancy form.
 - We offer an incentive* for care providers to submit the form.
 - Find the form for your state at **UHCprovider.com/maternity**.
- **Community Plan Primary Care Professional Incentive Program (CP-PCPi)****
 - The CP-PCPi program rewards qualifying care providers with additional incentives for achieving or exceeding certain performance measurement targets.

**Notification of pregnancy incentive programs are available only in: Louisiana, New Jersey, New York, Ohio, Pennsylvania and Wisconsin. Only one notification of pregnancy form incentive is allowed for each member's pregnancy. For additional information about these incentives, please contact your Clinical Practice Consultant.*

***CP-PCPi incentives are only available for select care providers; the Quality Rewards Program (QRP) is used in Pennsylvania.*

Next Steps

- **Notification of Pregnancy** - When you learn of a member's pregnancy, send us your state's notification of pregnancy form. We'll contact the member and help them connect to the services they need.
- Refer or encourage UnitedHealthcare Community Plan members to enroll in the maternity support programs:
 - Call us at **800-599-5985** for more information on any of the programs.
 - Healthy First Steps – **800-599-5985**
 - Baby Blocks – **uhcbabyblocks.com**
 - Text4baby – **text4baby.org**
- Contact your UnitedHealthcare Clinical Practice Consultant (CPC) for more information.



Thank you.

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