



Maternity Support

for UnitedHealthcare Community Plan Members.

Our programs provide UnitedHealthcare Community Plan members with education, resources and individualized support to help members focus on a healthy pregnancy and birth. These programs are available to members at no extra cost. Incentives may be available for care providers and members who participate in the programs.

Maternity Support Programs.

We've designed this set of programs to encourage behaviors that can help improve the overall health for expectant mothers, new mothers and their newborns. These programs can also support your plans of care and help you address open care opportunities to meet quality care standards.

- **Healthy First Steps™ (HFS)** is a program for expectant mothers that includes access to resources, educational opportunities and provides care management support from a multidisciplinary team to help address medical, social and behavioral needs.
- **Baby Blocks™** rewards may be available to members when they go to their scheduled doctor appointments. Baby Blocks rewards are available in most states. Members can check their eligibility and get health tips and other resources at uhcbabyblocks.com.
- **text4baby** offers text message reminders to pregnant and new mothers about upcoming appointments along with quizzes, health and safety tips. Members can visit text4baby.org.

Care Provider Incentive.

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 to us – **up to \$50 per pregnancy.***

- Go to UHCprovider.com/maternity and you'll download the form specific to your state.
- Complete the form and fax to us at 1-877-353-6913.

Working Together with Care Providers.

Along with supporting the maternity care of patients who are our members, our maternity support programs can offer:

- Consultation and support for complex cases.
- Information about the latest evidence-based approaches and clinical guidelines.
- Updates on open care opportunities for UnitedHealthcare Community Plan members.

Benefits and Support for High Risk Pregnancies.

Working together, we can help support the members who need it most. When high-risk pregnancies are identified, one of our nurses will assess the pregnant member and:

- Answer the member's questions about our programs and benefits.
- Connect them with local resources and organizations.
- Connect them with a care provider for maternity, primary and behavioral health care.
- Help schedule or remind the member about upcoming care provider visits.
- **Optum OB Homecare.** Services are available in many states and this program provides skilled nursing care at home for the mother and infant.

- **Neonatal Resource Services (NRS).^{**}**

Provides onsite and telephonic case management to help coordinate post-discharge follow-up care and connect members to additional resources, as needed.

You and the member can get more information on these services at optum.com > Population Health Management > Care Coordination and Specialty Conditions > Women's Health Services.

Referring and Enrolling Members.

You can help us identify and connect with pregnant members by filling out and submitting your state's notification of pregnancy form. Members can call us at **800-599-5985** to learn more and enroll in our maternity support programs.

We are Here to Help

Please contact your UnitedHealthcare Clinical Practice Consultant for more information.
Thank you.

UHCprovider.com/maternity



*Notification of pregnancy incentive programs are available only in: Louisiana, Nebraska, 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 reach out to your Clinical Practice Consultant.

** Services offered by Progeny in Pennsylvania.

PCA-1-015210-03192019_04012019

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100-CST23936 4/19