

## Medicaid: Value Added Services

### Start Smart for Your Baby® and Maternity Benefits

Once a Notification of Pregnancy (NOP) is received by the health plan either from the provider or the member, members are enrolled in the Start Smart for Your Baby program. A health information packet is mailed to the member. Members receive a second mailing after delivery. High-risk pregnancies are referred to case management. Our maternity benefits also include:



- **Text4Baby** Weekly text messages about pregnancy, breastfeeding, labor and delivery, eating healthy, newborn care and development timed with the members delivery date and/or baby's age.
- **17P** (alpha-hydroxyprogesterone caproate) Qualifying pregnant members are provided 17P to aid in the prevention of recurrent preterm delivery in those women with a documented history of spontaneous preterm delivery at less than 37 weeks gestation in a previous pregnancy, and current pregnancy at a minimum of 16 weeks gestation confirmed by ultrasound and less than 28 weeks gestation, with no known major fetal anomaly. Through our partner, Alere, 17P is provided in the member's home by a nurse.
- **Puff Free Pregnancy** Members enrolled in this program receive written materials that provide education about the risks associated with smoking during pregnancy and information about strategies for quitting. They also receive telephonic coaching from a certified Tobacco Treatment Specialist and are able to call in to speak to one of these specialists when they feel they need additional support.
- **Home Monitoring** OB Nurse home visits and care for qualified high risk pregnant members.
- **NICU Education and Supply Kit** A kit is delivered by a MemberConnections® representative to families with babies who have spent time in the NICU. Babies will be referred to case management.
- **Car Seat** Upon completion of the Notification of Pregnancy, members will be contacted by our DME partner, NEXTRA HEALTH, to confirm a shipping address. A car seat will be delivered to the member's home. The NOP must be completed at least six weeks prior to due date.
- **Breast Pumps** Provided to mothers who are committed to nursing their newborn. Pumps can be ordered 30 days before the due date by contacting the Start Smart for Your Baby® team or calling Coordinated Care Member services. Breast pump will then be delivered to the member's home or clinic.
- **90-day Prenatal Vitamin Prescriptions** Three month supplies of prenatal vitamins can be ordered by a medical provider.
- **Any Questions?** Contact our Start Smart for Your Baby® team at [WASSFB@CENTENE.COM](mailto:WASSFB@CENTENE.COM)

### Rewards Program\*

Members earn rewards for completing healthy activities. Reward dollars come loaded on a prepaid card to be used for utility bills, childcare, and everyday items at participating stores. Incentives include annual well visits, screenings and tests. Visit [CoordinatedCareHealth.com](http://CoordinatedCareHealth.com) for details.

### 24-Hr Nurse Advice Line

Coordinated Care provides a 24-hour, 365-day health information line at no cost with healthcare professionals available to answer health-related questions.

## MemberConnections®

Coordinated Care conducts targeted home visits with members to help break down barriers to care, explain benefits, connect to social services and encourage cross communication between a member, health providers and case managers. Providers can refer members to the program with the MemberConnections® Referral Form. In addition, Community Health Workers engage in outreach and educational events, forming partnerships with providers and social service agencies.

## Case and Disease Management

- **Access** to an award winning book series, Krames Staywell patient education health library and other materials for adults, teens and children that cover a range of topics such as diabetes, pregnancy, sickle cell, teen issues, eating healthy and more..
- **Special programs**, coaching and care coordinators to help individuals with asthma, heart disease, mental health, diabetes, weight management, pain management, sickle cell anemia and for those who need help to quit smoking.
- **In-Home Telemonitoring** reporting real time biometric monitoring for eligible members.
- **Health screenings** over the phone.

## Healthy Kids' Club

Coordinated Care promotes healthy living for children through fun and interactive activities, award winning children's books and community outreach with CC the Panda to teach children the benefits of an active lifestyle.

## Cell Phone Program\*

- **SafeLink®**: Federally-funded cell phone program at no cost, available to qualifying Washington Apple Health members except CHIP. The program includes 1,000 minutes per month, unlimited calls to Coordinated Care and unlimited text messages. Limitations apply.
- **ConnectionsPlus®**: Cell phone program with 24-hour access to physicians, Coordinated Care case managers, telehealth services and 911. The program is available to members with a high-risk health condition who do not have safe and reliable phone service. Members are actively engaged in case management.

## Tobacco Cessation Program

The Tobacco Cessation Program provides telephonic education and support services to reduce the risk of tobacco related health conditions by promoting cessation of all tobacco products. Nonprescription NRT products are a covered benefit. Members may self refer or be identified by a provider or plan program staff.

## Flu Education

Coordinated Care provides targeted flu education and outreach to high-risk members every year. Our communications approach includes direct mail, phone calls, online education, posting information in provider offices and pharmacies and collaboration with community groups. Coordinated Care covers flu shots for all members 6 mos. and older and members 7 years and older may receive the flu shot at participating pharmacies.

## Mail Order Pharmacy Program

Coordinated Care provides a mail order maintenance drug program for patients with a 3 month supply allowed on many prescriptions. The drugs will be mailed to the member's home.

## Boys & Girls Club

Members 6-18 years-old get a no-cost Boys & Girls Club basic membership, covered by Coordinated Care. Show a Coordinated Care member ID card to get started.



\*Not available to Apple Health Core Connections members in out of home placement. Adoption support and alumni are eligible.