

# Medicaid Value Added Programs

## 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 babies age.
- **MP3 Players** Contain pregnancy themed education podcasts targeted to members who are less likely to benefit from written materials.
- **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.
- **Smart Steps Walking Program** Encourages members to stay fit with a pedometer and information explaining the benefits of exercise during pregnancy.
- **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, STL Medical Supply, to confirm a shipping address once they are or past 18 weeks of pregnancy. 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 a provider using the Breast Pump request form and will be delivered to the member's home or clinic.
- **90-day Prenatal Vitamin Prescriptions** Three month supplies of prenatal vitamins can be ordered using the Prenatal Vitamin Order form and they will be delivered to the member's home within a couple weeks.

## CentAccount® Rewards (*ONLY AVAILABLE TO ADOPTION SUPPORT OR ALUMNI*)

Members earn rewards for completing healthy behaviors. Reward dollars come loaded to a prepaid gift card to be used for healthcare related items at participating stores. Incentives included for annual well child, adult preventive PCP visits and other wellness screenings.

## 24-Hr Nurse Advice Line

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



1-844-354-9876

CoordinatedCareHealth.com

## 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, MemberConnections® representatives engage in community 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. MP3 players with educational podcasts are also available.
- 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.

## The Core

A health education program for busy adults who need quick, simple health tips to get them through the week. Members receive a *My Route to Health* monthly planner, bi-weekly emails with 3 health tips, access to our online library with more than 1,000 health topics and fact sheets available in English and Spanish, invitations to community events and more.

## Cell Phone Program (ONLY AVAILABLE TO ADOPTION SUPPORT OR ALUMNI)

SafeLink®: Federally-funded cell phone program at no cost, available to qualifying Washington Apple Health members except CHIP. The program includes 250 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 integrated communications approach includes direct mail, phone calls, online education, posting information in provider offices and pharmacies and collaboration with community groups to host events. Coordinated Care covers flu shots for all members 6 months and older and members 9 years and older may receive the flu shot at participating pharmacies.

