



Healthy Blue

# Pregnancy Services & Additional Benefits

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# Care Management Programs



# Care Management Programs



## **New Baby, New Life: OB Care Management Program**

- Healthy Blue's comprehensive care management (CM) service for birthing persons
- NICU CM program for families experiencing a NICU stay

## **Integrated OB-Behavioral Health (BH) Services**

- OB CM and BH CM collaboration for comorbid substance use disorder (SUD) and BH conditions
- NICU CM and BH CM collaboration for moms with SUD and baby in NICU
- Integrated BH approach extends beyond postpartum period and after NICU discharge



# Care Management Services



## High-risk Pregnancy Lodging Program

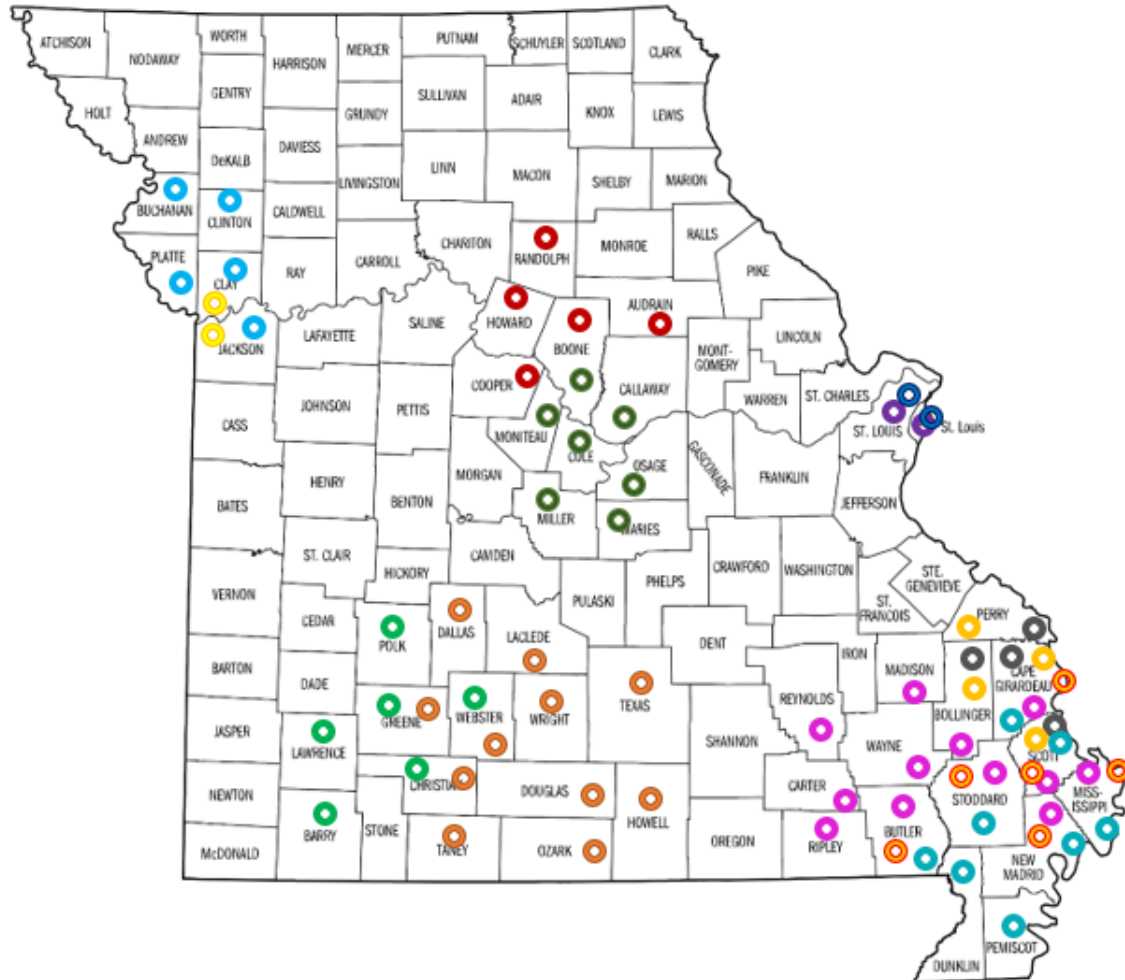
- Administered by OB CM for eligible birthing persons

## Doula Services

- Partnered with doula organizations across the state to enhance access doula services for birthing persons



# Doula Services Map



## Healthy Blue Doula Initiative

- Focused on access for highest risk birthing persons and BIPOC members
- Recent focus on enhancing access in rural areas
- Highly collaborative in nature with monthly meetings with doula partners
- Upcoming Healthy Blue Doula Summit with doula initiative partners



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# Pregnancy Digital Tools



## Concierge Care High Risk Maternity Module

Combined elements drive greater impact on high -risk conditions



### Education

Personalized, week -by-week guide that includes videos, interactive content cards, and illustrations

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### Specialized Support

Convenient access to dedicated resources, building a trusted relationship to better manage all stages

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### Integrated Remote Monitoring

Bluetooth scale, BP cuff, glucose monitor, or other device based on provider referral or self-reported condition changes

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### Mind-Body Approach

Hundreds of resources and personal tracking capabilities for symptoms and changes during pregnancy

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### Provider Collaboration

Leverage OB Practice Consultant role and provide actionable insights enabling true team support and proactive intervention

## High touch digital solution for high-risk pregnancies:

- Hypertension
- Pre-existing diabetes
- Gestational diabetes
- Allows more direct lines of communication with care managers
- Interactive behavior change tools to support healthy pregnancies
- Appointment reminders and communication with providers
- Goal key performance indicators:
  - C-section rates
  - Preterm births and low birth weight infants
  - Pregnancy and delivery condition-related complications
  - Post-partum visits and outcomes



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# Addressing the Social Determinates of Health (SDoH)



## SDoH resources through Healthy Blue Community Resource Link

Going beyond just providing information:

- We facilitate organization participation in the Community Resource Link, allowing for closed-loop processes and follow-up with our members
- Healthy Blue's SHoH team partners with numerous organizations across the state focusing on:
  - Housing
  - Food
  - Work force
  - Refugee services

## No-cost community resources near you

Help with housing, food, utilities, and other services

When you need a little extra help on top of your MO HealthNet Managed Care health plan, use our Community Resource Link to find services available in your area. Use your ZIP code to search for resources near you.



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# Healthy Rewards

Rewards for birthing persons,  
infants, and children



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# Healthy Rewards: Member Incentive Program



Healthy Activity	Eligible Members	Member Reward
First Prenatal Care Visit	Female, ages 13 to 55	\$30
Postpartum Care Visit	Female, ages 13 to 55	\$30
Well-Child Visits in the First 30 Months of Life	Male and female, newborn to 15 months	\$15, max \$90
	Male and female, ages 15 months and one day to 30 months	\$15, max \$30
Lead Screening in Children	Male and female, before 2nd birthday	\$25
Annual Dental Visit	Male and female, ages 2 to 20	\$25
Annual Flu Shot	All members	\$10
COVID-19 Vaccine	Members ages 12+	\$10
Cervical Cancer Screening	Female, ages 18 to 64	\$30
Chlamydia Testing	Female, ages 16 to 24	\$25
30-Day Follow-up after Behavioral Health Hospitalization	Male and female, ages 6 and older	\$25, max \$75
Tobacco Cessation Quiz	Member completes tobacco cessation quiz	\$5



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# Additional Benefits to Support Healthy Birthing Persons & Babies



**Baby Showers:** Fun, educational events at Healthy Blue Welcome Rooms for expecting moms



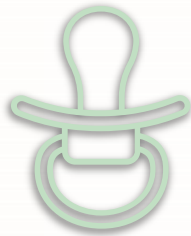
**Baby & Toddler Essentials:** For pregnant mothers who are due to deliver within 6 weeks or who have delivered within the past 60 days. Eligible moms can select up to \$100 worth of items such as a convertible car seat, portable crib, diapers, baby-proof safety items, and other items



**Nursing Support Program:** Free electric breast pumps for moms who will deliver within six weeks, have delivered within the past 30 days, or who had a NICU baby in the last 90 days and a choice of the following: Breast feeding support kit, breast pump accessory kit that includes disposable nursing pads, extra milk storage bags and bottles, or a microwave bottle sterilizer



**Baby on the Way Bundle:** Healthy Blue Pregnant members may choose two of the following to support a healthy pregnancy: Folic Acid supplements, Maternity Support Hoses and Belts, Compression Socks, or a Maternity Body pillow



**Childbirth and Breast-Feeding Classes:** Currently available at New Birth Company (Kansas City), The Doula Foundation (Springfield), and Jamaa Birth Village (St. Louis). Member to call one of these providers and identify themselves as a Healthy Blue member to enroll in class



**Home Delivered Meals:** Members must currently be in an active treatment plan with an appropriately designated provider and have delivered a baby within the past two weeks. Members can choose what meals they want and can request perishable and non-perishable items. Meals are delivered to the home by our vendor, GA Foods



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