

Healthy Blue provides many resources and benefits for your pregnant and postpartum patients.

New Baby, New LifeSM OB Care Management program

Care managers are responsible for coordinating care, assisting members in accessing community-based resources, providing health education, and connecting patients to programs designed to improve patient outcomes. Our care managers are always available to your patients! Submit a *Case Management Referral* form (<https://provider.healthybluemo.com> > Resources > Forms > Clinical > Case Management Referral Form) via fax to **844-464-9238** or email it to SM_MODCMREF@healthybluemo.com. We will do our best to respond within one business day.

Doula services

Your patient may be able to access doula services if available in their community or through their prenatal care provider. To find out if and where your patient can access a doula, send a message to the Healthy Blue care management shared inbox (SM_MODCMREF@healthybluemo.com).

Nonemergency medical transportation benefit

Healthy Blue members can get help with transportation to and from appointments. The company we utilize is MTM.* To arrange transportation, call **888-597-1193**.

Tip: Coordinate and schedule transportation as soon as possible, advanced scheduling for transportation is best.

Provider Experience (PE) consultants

To locate and connect with your assigned PE consultant, review the territory map and contact list located here at <https://provider.healthybluemo.com> > Contact Us > Provider Experience Consultants Contact List.

Concierge Care

Concierge Care is a digital tool that allows customized support for high-risk pregnancies with hypertension and diabetes. To access Concierge Care, your patient can go here: <https://hrm.conciergecareprograms.com>

Social Drivers of Health (SDOH) resources

Our Community Resource link provides information about and access to resources related to housing, food, legal services, and more. For more information, view our SDOH flyer at https://provider.healthybluemo.com/docs/gpp/MO_CAID_SocialDeterminantsHealthFlier.pdf. Your patients can also call our Social Resource team at **833-439-1058**.

Get Connected for Better Health cell phone data and phone benefit

A limited number of fully functional smartphones with preloaded pregnancy-related apps are available to some pregnant moms. Healthy Blue members who do not already have a phone through the Federal Lifeline program may qualify. Contact our care management shared inbox at SM_MODCMREF@healthybluemo.com for more information.

EX tobacco program (Truth Initiative)

Healthy Blue is excited to offer the EX program to assist patients with tobacco and other nicotine product addiction. Patients can sign up for the EX program online at www.Go.TheEXProgram.com/HealthyBlueMO.

Healthy Rewards

Healthy Rewards is a no-cost, optional program for eligible Healthy Blue members that rewards them for completing healthy activities. More information on our Healthy Rewards program is available at <https://provider.healthybluemo.com> > Resources > Training Academy > Healthy Rewards Program.

Summary of Healthy Rewards related to pregnancy and babies

Healthy activity	Eligible members	Member reward	Limit
First prenatal care visit	Female, ages 13 to 55	\$30	One per pregnancy
Postpartum care visit	Female, ages 13 to 55	\$30	One per pregnancy
Well-child visits in the first 30 months of life	Male and female, newborn to 15 months	\$15, max \$90	Six times from newborn to 15 months
	Male and female, ages 15 months and one day to 30 months	\$15, max \$30	Two times from 15 months and one day to 30 months
Lead Screening in Children	Male and female, before 2nd birthday	\$25	One per member
Annual dental visit	Male and female, ages 2 to 20	\$25	One per 12 months
Annual flu shot	All members	\$10	One per 12 months
COVID-19 vaccine	Members ages 12+	\$10	One per 12 months
Cervical cancer screening	Female, ages 18 to 64	\$30	One per 36 months
Chlamydia testing	Female, ages 16 to 24	\$25	One per 12 months
30-day follow-up after behavioral health hospitalization	Male and female, ages 6 and older	\$25, max \$75	Three per 12 months
Tobacco cessation quiz	Member completes tobacco cessation quiz	\$5	One per 12 months

Healthy Blue Value-Added Benefits (VABs)

VABs are additional benefits available to our members at no cost to them. Quantity and eligibility limits may apply to some VABs. Members can view which additional benefits they are eligible for by logging in to the Benefit Reward Hub at <https://provider.healthybluemo.com>, logging into their secure account, or by calling our member services line at **833-388-1407 (TTY 711)** Monday through Friday from 8 a.m. to 5 p.m. CT. Some of our available VABs for expecting members include:

- **Baby showers:** Fun, educational events at Healthy Blue welcome rooms for expecting members

- **Baby and toddler essentials:** For pregnant members who are due to deliver within six weeks or who have delivered within the past 60 days — Eligible members 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 members 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: breastfeeding 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 a class.
- **Home-delivered meals:** For members who 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.*
- **Healthy lifestyle aids:** Members can receive up to \$75 worth of the following lifestyle aides: digital scale, home blood pressure cuff, digital thermometer, or a pulse oximeter.

Questions about pharmacy benefits?

Outpatient pharmacy benefits are managed by the MO HealthNet pharmacy program. For information on pharmacy benefits, please visit <https://dss.mo.gov/mhd/cs/pharmacy>.

OB practice consultants (OBPCs)

OBPCs are dedicated RNs with maternal-child expertise serving as your clinical go-to for questions/concerns. They offer continued education/support to all OB providers regarding programs and benefits. To connect with your OBPC, email Nikole.Thompson@healthybluemo.com or Kate.Burbridge@healthybluemo.com.

* MTM is an independent company providing nonemergency transportation services on behalf of Healthy Blue. GA Foods is an independent company providing meal delivery services on behalf of Healthy Blue.

Healthy Blue is a Medicaid product offered by Missouri Care, Inc., a MO HealthNet Managed Care health plan contracting with the Missouri Department of Social Services. Healthy Blue is administered statewide by Missouri Care, Inc. and administered in the Kansas City service region by Missouri Care, Inc. in cooperation with Blue Cross and Blue Shield of Kansas City. Missouri Care, Inc. and Blue Cross and Blue Shield of Kansas City are both independent licensees of the Blue Cross and Blue Shield Association.