New Baby, New Life

When it comes to our pregnant members, Anthem Blue Cross and Blue Shield (Anthem) is committed to keeping both mom and baby healthy.

That’s why we encourage all of our moms-to-be to take part in our New Baby, New Life program — a comprehensive case management (CM) and care coordination program offering:

- Individualized, one-on-one CM support for high-risk moms.
- Care coordination for moms who may need a little extra support.
- Educational materials and information on community resources.
- Incentives when moms keep up with prenatal and postpartum checkups as well as well-child visits after the baby is born.

Anthem partners with providers and moms to ensure all medical and resource needs are met — aiming for the best possible outcome for every mom and baby.

How it works

Once we identify a member as pregnant (either through notification from your office, state enrollment files, claim data, lab reports, etc.), we enroll her in the New Baby, New Life program. We then do a risk assessment to determine the level of CM support mom may need throughout her pregnancy. Many program members benefit from tips on eating the right foods and exercising regularly as well as through referrals to local service agencies. Members who have had prior preterm births or who have chronic health conditions such as diabetes or high blood pressure may need a little extra support.

Learning how to stay healthy

- From the start: We supply all of our pregnant moms with information to promote the best outcomes. We even offer gift cards up to $75 to moms who keep their prenatal and postpartum appointments when you, as the mother’s provider, sign her incentive redemption card after certain care visits.

  We also offer an incentive for pregnant women to stop smoking. If the member engages with the Indiana Tobacco Quitline, they may be eligible for up to $75 in incentives. Pregnant women interested in quitting smoking can call Member Services at 1-866-408-6131 for Hoosier Healthwise and Healthy Indiana Plan (HIP) and 1-844-284-1797 for Hoosier Care Connect (TTY 711).

- Throughout pregnancy: Members are enrolled in My Advocate™, a program that provides innovative health communications.

  Throughout the pregnancy and postpartum period, this automated service promotes regular doctor visits, compliance with prescription medications and general health education through telephone outreach, text messaging and a smartphone application.

  We also encourage our pregnant members to sign up for the Text4Baby program. This is a no-cost service through which members can receive text messages, in English or Spanish, reminding them about health promotion activities and providing helpful tips on staying healthy and preparing for delivery. To sign up, members can visit text4baby.org or text “BABY” (BEBE for Spanish) to 511411.

- Postpartum: After giving birth, the member receives information about self-care and care for her newborn.
Meeting the special needs of our members

Prior Preterm Pregnancy Program

When we identify a member who is at risk for having a repeat premature birth, our case managers will notify you and provide information about 17 alpha-hydroxyprogesterone caproate therapy (17P). For more information on the benefits of 17P and how to obtain it, contact your Provider Relations representative.

Group support

We work directly with the Centering Healthcare Institute to promote and encourage providers to adopt the CenteringPregnancy model of care, which:

- Allows participants to experience their prenatal care visits in a group setting with other pregnant women of a similar gestational age.
- Encourages women to educate, motivate and support each other as they experience similar changes to their bodies, their lifestyles and in general during their pregnancy.
- Has resulted in positive outcomes, including increased birth weight.

To give extra care to our members having their first baby, we partner with the Nurse Family Partnership (NFP) program where available. Through the NFP, a nurse visits the member up until the baby is 2 years old and provides education, community assistance and support.

You and Your Baby in the Neonatal Intensive Care Unit (NICU)

The NICU can be a frightening place for parents, and we are here to help. The You and Your Baby in the NICU program is designed to help parents cope with the day-to-day stress of having their baby in NICU. The program provides moms with information on how to stay involved in the care of their baby and helps them prepare themselves and their homes for when baby is discharged.

Other resources

We are here to support our pregnant members and their little ones along the way.

- Our case managers are here to help you. If you have a member in your care who could benefit from CM, please call us at 1-866-902-1690, option 6.
- Members can also call our Member Services:
  - Hoosier Healthwise and HIP: 1-866-408-6131 (TTY 711)
  - Hoosier Care Connect: 1-844-284-1797 (TTY 711)
- In addition, we collaborate with community agencies and programs, such as Women, Infants, and Children (WIC); Social Services; public housing agencies; and child care service organizations to connect members with local resources.

For more information, call your Provider Relations representative or Provider Services at 1-866-408-6132 for Hoosier Healthwise, 1-844-533-1995 for HIP and 1-844-284-1798 for Hoosier Care Connect.