

A message for providers:



Anthem HealthKeepers Plus
Offered by HealthKeepers, Inc.

New Baby, New LifeSM

When it comes to our pregnant Anthem HealthKeepers Plus members being served by HealthKeepers, Inc., our goal is to keep both moms-to-be and their babies 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 and care coordination program offering:

- Individualized, one-on-one case management support for women at the highest risk.
- Care coordination for moms who may need a little extra support.
- Educational materials and information about community resources.
- Rewards to keep up with prenatal and postpartum checkups and well-child visits after the baby is born.

How it works

Once we identify an Anthem HealthKeepers Plus member is pregnant (through notification from your office, state enrollment files, claims data, lab reports, etc.), we enroll her in the New Baby, New Life program. We do a risk assessment to determine the level of case management support mom may need throughout her pregnancy. Many program members benefit from tips about eating the right foods and exercising regularly. They can also benefit 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 extra help.

Learning how to stay healthy

- **From the start.** We start with the basics — supplying all of our pregnant moms with information that promotes the best outcomes. We even offer reward dollars to encourage moms to keep their prenatal and postpartum appointments. When you, as the mother's provider, sign her incentive redemption card after certain prenatal and postpartum care visits, she may receive up to \$75 worth of rewards that can be used at selected retailers.
- **Throughout pregnancy.** Members are enrolled in My Advocate™, a program that provides innovative health communications. This automated service promotes regular doctor visits and general health education throughout the pregnancy and postpartum period via automated telephone outreach, text messaging or a smartphone application. For more information on the My Advocate educational program, visit www.myadvocatehelps.com.
- **Pregnant members may also sign up for the Text4baby® program.** This is a free service through which members can receive text messages, in English or Spanish, reminding them about health promotion activities, helpful tips about staying healthy and preparing for delivery. Members can visit www.text4baby.org to sign up or they can text BABY (BEBE for Spanish) to 511411.
- **Postpartum.** After giving birth, the member receives information about self-care and care for her newborn.



We work with providers and moms to ensure all medical and resource needs are met, aiming for the best possible outcomes for both moms and babies.

Meeting our members' special needs

Prior preterm pregnancy program

When we identify an Anthem HealthKeepers Plus member who is at risk for having a second premature birth, our case managers will notify you and provide you with information about 17 alpha-hydroxyprogesterone caproate, or 17P, therapy. For more information about the benefits of 17P and how to obtain it, contact your Anthem HealthKeepers Plus provider representative.

Group support

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

- Lets participants 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.
- Results in positive outcomes, including increased birth weight.

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

You and Your Baby in the NICU

The Neonatal Intensive Care Unit (NICU) can be a frightening place for parents, and we are here to help. You and Your Baby in the NICU is a program we designed to help parents cope with the day-to-day stress, to teach them about staying involved in the care of their babies, and to help them prepare themselves and their homes for baby's discharge.

<https://medproviders.anthem.com/va>

NICU Post-Traumatic Stress Program

The NICU Post-Traumatic Stress Program seeks to improve outcomes for families with babies who are in the NICU by screening and facilitating referral to treatment for post-traumatic stress disorder (PTSD) in parents. This program supports mothers and families at risk for PTSD due to the stressful experience of having a baby in the NICU.

Other resources

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

- Our case managers are here to help you. If you have members in your care who could benefit from case management, please have them call the Anthem HealthKeepers Plus phone number at **1-800-901-0020 (TTY 711)** or the Anthem HealthKeepers Plus, Commonwealth Coordinated Care Plus (Anthem CCC Plus) phone number at **1-855-323-4687 (TTY 711)**.
- Members can also call our 24/7 NurseLine at **1-800-901-0020**.
- 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 with local resources.

Need more information about our OB case management program? Call your Anthem HealthKeepers Plus provider representative or Provider Services at **1-800-901-0020** or Anthem CCC Plus Provider Services at **1-855-323-4687**.

