



August 1, 2017

## Notification of pregnancy incentive

Anthem Blue Cross and Blue Shield (Anthem) will be re-implementing the notification of pregnancy incentive. Anthem will offer a \$25 provider incentive for notifying us of pregnant BadgerCare Plus members. Our goal is to identify and address risk factors of expectant mothers as early in pregnancy as possible.

### Patient benefits

Following the receipt of your patient's completed *Notification of Pregnancy* form, we will have a maternal outreach care specialist connect with your patient. The maternal outreach care specialist will provide:

- Education on the importance of prenatal, postpartum, interconception, and well-child care; nutrition; substance abuse; tobacco use; dental care during pregnancy; breastfeeding; safe sleep; lead poisoning; and immunizations.
- Referrals to Anthem case management programs to help pregnant members manage chronic and behavioral health conditions during and after pregnancy.
- Member rewards for attending prenatal and postpartum visits.

### Provider benefits

Our maternal outreach care specialist will work closely with you and your team to remove barriers and provide assistance with meeting your patients' needs. For example, our specialists will help ensure that patients attend prenatal and postpartum appointments and connect patients to community resources.

Also, because we appreciate your time and dedication to your patients, **you will be eligible to receive an incentive reimbursement of \$25 when you submit a valid *Notification of Pregnancy* form.** Take the following steps to ensure a valid notification form:

- Submit the form timely — within 10 business days of scheduling patient's first prenatal appointment.
  - Once the appointment is scheduled, the notification should be sent.
- The patient must be an Anthem member.
- The first visit/date of service for the pregnancy must be listed on the form.

### How to access and submit the *Notification of Pregnancy* form

Complete and submit a *Notification of Pregnancy* form after the first prenatal visit. To submit the form, follow these steps:

1. Go to <https://mediproviders.anthem.com/wi>.
2. Select **Medical**.
3. Select **Forms**.
4. Under *Pregnancy Notification*, select **Notice of Pregnancy form**.
5. Complete the entire form and fax to the number listed on the form: **1-800-964-3627**.

The information in this bulletin may be an update or change to your provider manual. Find the most current manual at:

<https://mediproviders.anthem.com/wi>

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**Notification of pregnancy provider incentive reimbursement**

When you submit a valid *Notification of Pregnancy* form, you will automatically be eligible for an incentive reimbursement of \$25. Duplicate *Notification of Pregnancy* forms (those for the same woman and the same pregnancy) do not qualify for multiple reimbursements. Incentive reimbursements will be submitted to providers on a quarterly basis.