

# New Baby, New Life<sup>SM</sup>

**When it comes to our pregnant members, we are committed to keeping both mom and baby healthy.** That's why we encourage all our moms-to-be to take part in our New Baby, New Life<sup>SM</sup> program, a comprehensive case management and care coordination program that offers:

- 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 on community resources
- Rewards for keeping up with prenatal and postpartum checkups and well-child visits after the baby is born

Here at Empire BlueCross BlueShield HealthPlus, we partner with providers and moms to ensure all medical and resource needs are met, aiming for the best possible outcomes for both moms and babies.

## How it works

Once we identify a member as pregnant (through notification from your office, state enrollment files, claims data, lab reports, etc.), we enroll her in the program and do a risk assessment to determine the level of case management support she'll need throughout her pregnancy. Some moms benefit from tips on eating the right foods, exercising or referrals to local agencies; others 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 — we supply all our pregnant moms with information to promote the best outcomes. We even offer rewards to moms who keep their prenatal and postpartum care visits; mom may receive up to \$75 worth of rewards they can use at select retailers.

- **Throughout pregnancy.** Members are enrolled into My Advocate<sup>TM</sup>, a program that provides innovative health communications. This automated service promotes regular doctor visits and general health education through automated telephone outreach, text messaging, or smartphone app throughout the pregnancy and postpartum period.

We encourage our pregnant members to sign up for the Text4Baby program, a free service through which they can receive text messages in English or Spanish with friendly reminders about health promotion activities and helpful tips about staying healthy and preparing for delivery. Members can visit [text4baby.org](http://text4baby.org) to sign up or text BABY (for Spanish, BEBE) to 511411.

- **Postpartum.** After giving birth, the member receives information on self-care and care for her newborn.

## Meeting our members' special needs

### Prior Preterm Pregnancy program

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



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 and their lifestyles in general
- Has resulted 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 in markets (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 our program designed to help parents cope with the day-to-day stress, teach them about staying involved in the care of their babies, and help them prepare themselves and their homes for discharge.

## Other resources

We are here to support you, our pregnant members and their little ones on the way.

- Our case managers are here to help you. If you have a member in your care that could benefit from case management, please call us at **1-800-450-8753**.
- Members can also call our 24/7 NurseLine at **1-800-300-8181**.
- We collaborate with community agencies and programs such as WIC, Social Services, public housing and child care agencies to connect members with local resources.

**Want more information about our OB case management program? Call your Provider Relations representative.**



[www.empireblue.com/nymedicaiddoc](http://www.empireblue.com/nymedicaiddoc)

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