

A message for providers:

# Taking Care of Baby and Me<sup>®</sup>



## When it comes to our pregnant members, we're committed to keeping both mom and baby healthy.

That's why we encourage all of our moms-to-be to take part in our Taking Care of Baby and Me<sup>®</sup> 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 on community resources.
- Incentives to keep up with prenatal and postpartum checkups and well-child visits after the baby is born.

Amerigroup District of Columbia, Inc. partners with providers and mothers to ensure all medical and resource needs are met while 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, District of Columbia enrollment files, claims data, lab reports, etc.), we enroll her in the program and complete a risk assessment to determine the level of case management support she'll need throughout her pregnancy. Many program members benefit from tips on eating the right foods and exercising regularly. They can also benefit through referrals to local service agencies. Others who experienced prior preterm births or have chronic health conditions such as diabetes or high blood pressure may need extra help.

### Learning how to stay healthy

- **We start with the basics** — We supply all of our pregnant moms with information to promote the best outcomes. We even offer reward dollars to moms who keep their prenatal and postpartum appointments. She may receive up to \$50 worth of rewards through Healthy Rewards for use at selected retailers. For more information on Healthy Rewards, visit [www.myamerigroup.com/healthyrewards](http://www.myamerigroup.com/healthyrewards) > Throughout Pregnancy.
- **Members are enrolled in My Advocate<sup>™</sup>**, 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<sup>™</sup> educational program, visit [www.myadvocatehelps.com](http://www.myadvocatehelps.com).
- **Pregnant members may also sign up for the Text4baby<sup>®</sup> program.** With this free service, mothers 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 [www.text4baby.org](http://www.text4baby.org) to sign up or text "BABY" (for Spanish, "BEBE") to 511411.
- **Postpartum:** After giving birth, the member receives information on self-care as well as 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 information on 17 alpha-hydroxyprogesterone caproate (17P) therapy or Makena therapy. 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:

- Participants experience their prenatal care visits in a group setting with other pregnant women of a similar gestational age.
- Women are encouraged to educate, motivate and support each other as they experience similar changes to their bodies and their lifestyles in general.
- Participants experience positive results and 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. In the NFP program, a nurse visits the member throughout her pregnancy and birth until the baby is 2 years old — she provides education, community assistance and support.

## You and Your Baby in the NICU program



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 the baby's discharge.

## 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.

## Case management

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 who could benefit from case management, please call us at 1-800-454-3730.
- Members can also call our 24-hour Nurse HelpLine at 1-800-600-4441.
- We collaborate with community agencies and programs such as Women, Infants and Children; Social Services; public housing agencies; and child care service organizations to connect members with local resources.

Want more information about our obstetrics case management or NICU programs? Please call your Provider Relations representative.

