

Rewarding members for managing a healthy pregnancy



Our Maternity Management Incentive Program uses early intervention to detect potential complications during a member's pregnancy. Early intervention is key to improving clinical outcomes for mom and baby, and it can also greatly reduce health care costs.

We want to motivate expecting members to take steps towards a healthy pregnancy. Through the Maternity Management Incentive Program, these members can earn a \$250 incentive when they complete the following activities:

- Enroll in Baby Beginnings® before the third trimester of pregnancy
- Have an appointment with a physician in each trimester
- Complete a postpartum assessment

Support every step of the way with Baby Beginnings

Baby Beginnings is our maternity management program specifically designed to help expecting members successfully manage their health before, during, and after baby is born. This support is designed to supplement regular doctor visits.

Upon enrollment in Baby Beginnings, expecting members will complete a risk assessment. If necessary, a dedicated obstetrics Registered Nurse Case Manager is assigned to help with the member's care. These Case Managers specialize in high-risk pregnancies and can provide support to members and help coordinate care with their providers.

Contact your AmeriHealth Administrators representative or broker to learn how maternity management can help support healthy pregnancies and lower health care costs.

Baby Beginnings provides:

- Free health assessments and nutrition counseling with a registered dietitian
- Registered nurses available by phone, including a dedicated nurse to help manage high-risk pregnancies
- Educational resources and helpful information

Enrolling in Baby Beginnings is easy

Enrolling in Baby Beginnings is simple, and there is no cost to your members. The information they provide is confidential and secure. There are two ways your members can enroll:

- Call **1-833-242-1777**.
- Email babybeginnings@ahatpa.com with "Enroll" in the subject line. A nurse will reach out within two business days.

Baby Beginnings is a program administered by AmeriHealth Administrators.

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