



WellCare BabySteps Benefits for Members and Providers

Meaningful encouragement from our providers to our members is imperative to the long-term success of WellCare BabySteps, so your support of the program is crucial.

Be sure to remind members about the incentives available to them, including:



The Healthy Rewards Program

for seeing their doctor and taking steps for themselves and their baby to live well. Completion of prenatal, post-partum, and baby's 0-15-month well-child visits can earn members a gift card, plus other great incentives like a stroller, playpen, car seat or six-pack of diapers.



Convenient in-home nurse visits

at no cost to the member



Transportation to and/or from health appointments



A Care Management team that is available 24/7 to help our members understand their pregnancy, health conditions and assist with their needs. Joining WellCare BabySteps also lets members get regular contact from their care manager/care coordinator, based on their risk level.



Referring members to WellCare BabySteps

Do you have any questions about the WellCare BabySteps program or would you like to refer a patient? Please visit your state's provider portal any time day or night at www.wellcare.com. Or you can call our care management team at **1-866-635-7045**. We are available Monday through Friday from 8 a.m. to 6 p.m.



Thank you for your partnership and work to ensure that every WellCare member receives quality healthcare.



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Introducing WellCare BabySteps

Care for pregnant and post-partum women of all risk levels throughout pregnancy and up to 60 days post-partum



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WellCare Babysteps

WellCare Health Plans introduces WellCare BabySteps, an important new program for both our providers and members!

Pregnancy is a time of healthy beginnings. WellCare BabySteps merges care coordination and care management services to **improve birth and mental health outcomes** for our members – your patients. We make this possible by using innovative engagement strategies to link members to vital in-network and community services.

With WellCare BabySteps, providers earn monetary incentives based on maternity indicators, including risk assessment forms, screenings and visits. (Indicators vary by state. Learn more at your state's provider portal at www.wellcare.com.)

Long-term Goals and Objectives for WellCare and Providers

1 Improve the quality of maternity care

- Assess 100% of moms for post-partum depression and anxiety after delivery
- Provide 100% of moms with educational materials on family planning, including ease of access to long-acting reversible contraception
- Share information about community resources with 100% of pregnant members

2 Improve birth outcomes

- Decrease preterm deliveries to less than the national rate of 9.9%
- Decrease the NICU birth rate to less than the national rate of 11%

3 Reduce cost of care for mothers and infants *(reporting through Care Central)*

- Identify risk factors earlier in pregnancy
- Address social determinants of health

4 Increase member engagement

- Implement in-house model of care
- Increase member engagement from 12% to 30% by end of 2021

5 Improve provider engagement

- Provide education on identification and referral of pregnant members (includes closed loop referrals)
- Strengthen current incentive programs
- Partner with network to initiate value-based provider contracts



To learn more about the financial incentives WellCare BabySteps offers our provider partners, please call your provider representative.

