



PROVIDER *bulletin*

September 12, 2019

Dear Provider:

Our members struggle to achieve early and consistent prenatal care. We continue to promote incentives to encourage members to take an active role in their health care. Along with those incentives, your support is of paramount importance. Please review the items below and share with our members as you see necessary.

- **Pay for Performance (P4P) Program** - Participating PCPs and OB/GYNs will be paid an additional \$75.00 for a prenatal visit completed in the first trimester.
- **[Prenatal Care Incentive Form](#)** - Pregnant members can receive a \$30 gift card when they visit their PCP/OB for a first trimester prenatal visit and fill out the Prenatal Care Incentive Form with their PCP/OB. Provider offices may fax the form to the KHS Health Education Department at 661-617-2735.
- **Text4Baby** - This free text-messaging program helps pregnant members keep track of important information. Members can sign up for this program by texting BABY (or BEBE for Spanish) to 5114111. Members will receive messages on nutrition, safe sleep, baby's milestones, signs and symptoms of labor, and more. For more information check out: www.text4baby.org.
- **Advice Nurse Line** - Pregnant members can call and speak to a Registered Nurse to help them decide what to do when they cannot reach you after business hours. The Advice Nurse Line is available 24 hours a day to answer health care questions at 1-800-391-2000.

These programs can further support your efforts for routine pregnancy care. Together, we can reduce maternal mortality and premature birth rates in Kern County. If you have questions about this information, please call 1-800-391-2000 and ask for the Health Education Department.

Sincerely,

Isabel Silva, MPH, CHES
Director of Health Education, Cultural & Linguistic Services