



PROVIDER *bulletin*

January 15, 2020

Dear Provider:

We appreciate your support in promoting consistent perinatal care. We have updated our Postpartum Member Incentive to align with the new MCAS measures. Please continue to share the information below with our members as you see necessary.

- **Postpartum Member Incentive:**
 - o Members become eligible for this incentive once they deliver. To qualify, members must complete a postpartum visit within 1-12 weeks after delivery to receive a \$30 gift card. Members do not have to do anything else to receive the gift card. KHS uses claims data to verify if members achieve this incentive.

- **Text4Baby:**
 - o Free text-messaging program for new moms. Members can sign up by texting BABY (or BEBE for Spanish) to 511411. Members will receive messages on nutrition, safe sleep, baby's milestones, and more. For more information check out: <http://www.text4baby.org>.

- **Advice Nurse Line:**
 - o New moms 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.

Together, we can reduce maternal mortality and improve newborn outcomes. 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