

AmeriHealth Caritas Pennsylvania's Bright Start[®] Maternity Program



AmeriHealth Caritas Pennsylvania's Bright Start[®] maternity program is comprised of a team of associates who are dedicated to ensuring members receive early and regular prenatal care that will result in healthy birth outcomes.

Program components

Care Managers

R.N. health care professionals who telephonically support members through every step of their pregnancy by:

- Connecting member to maternity care specialists.
- Identifying and controlling risk factors.
- Encouraging appropriate prenatal behavior.
- Coordinating access to resources, such as behavioral health services, dental screenings, and federal or local support programs.

Care Coordinators/Community Health Navigators

- Support the Bright Start Nurse Case Managers.
- Provide assistance with making and keeping appointments.
- Facilitate access to transportation for prenatal appointments.
- Complete social determinants of health (SDOH) assessments and referrals.

Keys to Your Care[®] program

- A voluntary texting and incentive program for pregnant members.
- The Keys to Your Care Maternity texting program provides members helpful texts twice a week during their pregnancy, according to their gestational age and throughout 8 weeks postpartum. Incentives include:
 - A gift card for joining.
 - A gift card for completing the 1st prenatal visit by the end of 14 weeks.
 - A portable crib after attending at least 8 prenatal visits.
 - A gift card for attending the postpartum visit 7 to 84 days after giving birth.

Community partnerships

- Partner with multiple community-based organizations (CBOs) that provide home visiting programs from pregnancy up to the child's 6th birthday.

Community baby showers

- An opportunity to provide information for new moms, perform health screenings, and provide prenatal and postnatal education.

Lactation support

- Provides access to high-quality, easily obtainable manual or electric breast pumps.
- Connects members to certified lactation consultants.

Postpartum visit coordination

- Follow-up team will ensure the postpartum visit is scheduled in either the provider's office or the member's home.
- Offers additional opportunity to complete the postpartum visit.

Behavioral health/substance use disorder (SUD)

- Integrated Care Plan (ICP) for pregnant members with serious persistent mental illness.
- Healthy Homes for moms with SUD to establish highly coordinated care.

Food programs

- MANNA: "food as medicine" program for pregnant members with gestational diabetes.
- Mom's Meals: meals for pregnant members who test positive for COVID-19 and/or are quarantining due to symptoms of COVID-19.

Contact us at **1-877-364-6797** or visit our website at:

<https://www.amerihealthcaritaspa.com/provider/initiatives/brightstart/index.aspx>

Community Health Navigators

Community Health Navigators (CHNs) are health coordinators who work closely with our Bright Start Maternity team. The CHNs live/work within the community and meet our pregnant members “where they are at,” providing mental, physical, and social support, and connecting our members to medical providers and community resources throughout the prenatal and postpartum periods.

- Assess the home environment.
- Assess/assist with SDOH issues.
- Connect members to community resources.
- Provide women’s health education.
- Assist with prenatal and postpartum appointment scheduling.
- Assist with transportation coordination.

Lactation support

The OB or pediatrician can refer any breastfeeding mom and baby for home visits for lactation support by trained lactation agents and have the following evaluated:

- Feeding technique.
- Nipple status/comfort care.
- Feeding frequency.
- Milk production tips.
- If the baby is satisfied after feedings (how to tell when a baby is full).
- Breast pump function and additional flanges, tubing, or connection parts.

For all support services listed above, please call Bright Start at 1-877-364-6797 or fax the completed Bright Start Support Services Referral Form to 1-866-755-9935.

Bright Start® Support Services Referral Form



Name of person making referral:	Phone number:	Date:
Office/Provider submitting request:		
Expectant mother's name:	Expectant mother's date of birth:	
Member ID number:	Address:	
Phone number:	Alternate phone number:	
Reason for referral:		
Expected date of delivery:	Estimated gestational age (EGA):	
Type of service requested: <input type="checkbox"/> Prenatal support <input type="checkbox"/> Postpartum support <input type="checkbox"/> Lactation support		

Fax the completed form to Bright Start at 1-866-755-9935.