



Healthy Blue

New Baby, New LifeSM

Pregnancy and beyond resource guide



Support at each stage of pregnancy and delivery

A healthy pregnancy is a team effort. You took an important step to make informed decisions about your healthcare by joining your Medicaid health plan, Healthy Blue. While you are expecting, this guide can teach you important information about plan benefits and resources to support your well-being. You are not going through this alone. We are ready to answer any questions you may have along the way.

You can call our Member Services team or 24-Hour Nurse Help Line at any time, day or night.

Here are a few steps to take as you prepare to welcome your baby into the world:

To keep your benefits, tell KanCare Eligibility Families and Children (800-792-4884) you're pregnant.

To help keep you healthy in your pregnancy, set up a visit with your OB provider.

An obstetrical (OB) provider is a medical expert in pregnancy care. You will see this provider for prenatal visits during your pregnancy and after you give birth. When you visit your OB provider, they'll work with you to determine your health risks. Your OB provider will help you set up the appointments you need to monitor you and your baby throughout pregnancy. Your OB healthcare provider may be a doctor or other healthcare provider, such as a nurse, who has had special training for providing care during pregnancy.

During your visits, your OB healthcare provider can answer your questions about pregnancy and delivery, including topics such as:

- Nutrition: What foods to eat and what to avoid
- How to safely keep active in pregnancy
- Medications and supplements
- Birthing options
- Mental health: normal changes and warning signs
- Feeding your baby
- Family planning

What questions do you have for your OB provider?

You can write them below to take with you to your next visit:

1. _____

2. _____

3. _____

4. _____

5. _____



You can use the Find a Doctor tool on our website/ app to help you find an OB provider near you.

Healthy Rewards

You can earn rewards for going to your health visits. You can redeem your Healthy Rewards for gift cards from a list of stores on your Benefit Reward Hub.

To join the Healthy Rewards program, visit your Benefits page at healthybluekansas.com/medicaid. From here, you can log in to your Benefit Reward Hub and visit the Healthy Rewards portal. You also can call **888-990-8681 (TTY 711)**, Monday through Friday from 9 a.m. to 8 p.m. Central time.

Digital Maternity program

Healthy Blue offers a digital prenatal and postpartum education program that makes your care personal. The program is available by smartphone app, which means you can use it at time and place that works best for you. When you first join, you'll be asked to complete a health and pregnancy screener that helps us find out more about you. The answers you give during the screener inform us of how to provide you with the best level of support based on your health needs.

With the app, you'll be able to access all of the following things, and more, when it's convenient for you:

- Prenatal, postpartum, and general health education
- Trackers that allow you to document and view your health and your baby's growth
- Tools like contraction and kick counters that help you track your progress and your baby's well-being
- Checklists that help you prepare for your baby's arrival



Visit healthybluekansas.com/medicaid/pregnancy-and-womens-health to learn more about the digital maternity program and sign up.



Healthy pregnancy and safe delivery

Your choices throughout pregnancy can help lead to a healthy pregnancy and safe delivery of your baby. You can be confident knowing your wellness team is here for you. During visits with your OB provider, they will help you prepare for your baby's birth. Together you can make a birth plan, talk through your questions, and find ways to help you gain peace of mind about your care.

Extra support

Through our case management program, you can receive one-on-one support from a nurse who can help you manage your personal needs during your pregnancy and after you have the baby. Your OB care coordinator can help you set up health visits, find community resources, and partner with you to make informed decisions before and after you deliver.

Helpful resources:

- Health A to Z: Are you looking to learn about pregnancy and health topics? Search for your health topic in Health A to Z at healthybluekansas.com/medicaid/health-wellness/resources.

- Count the Kicks: Visit countthekicks.org to learn about the importance of tracking baby movements during the third trimester of pregnancy.

If you have both Medicare and Medicaid (dual benefits), you may not qualify for Healthy Rewards. The Centers for Medicare & Medicaid Services (CMS) has rules for dual benefits. Please call Member Services to find out which benefits apply to you.

24-Hour Nurse Help Line is ready 24/7 to answer any health questions, even when your OB provider's office is closed. [When your provider is not available, you also can use LiveHealth Online to see a provider on your smartphone, tablet, or computer.]

If you want a referral for OB case management, please call Member Services to ask to be connected to an OB case manager.

Doulas

Have you heard of a doula? A doula is a trained professional who provides continuous physical, emotional, and informational support to their client before, during, and shortly after childbirth to help them achieve the healthiest, most satisfying experience possible. Doulas can help improve birth outcomes for you and your baby and could have a positive impact on the entire family. To learn more about doulas, visit marchofdimes.org/itstartswithmom/get-to-know-doulas. [Healthy Blue may help cover the cost of a doula. Call Member Services to learn more about your benefits.]

Substance use and pregnancy

There is no safe amount of alcohol, tobacco, or drugs to use when you are pregnant. Your OB's priority is to make sure both you and your baby are healthy. We encourage you to talk openly with your OB about the substances you are using. They can work with you to make a safe plan to stop using alcohol, tobacco, and drugs that can harm you and your baby.

Helpful resources:

- KanQuit!: If you are thinking about quitting smoking and would like some help, a quitline might be just what you need to succeed. KanQuit! provides free coaching — over the phone — to help you quit smoking. Call 800-QUIT-NOW (800-784-8669) 24/7 to speak confidentially with a highly trained quit coach.
- Smokefree.gov: Support, tips, tools, and expert advice to help quit smoking.
- Substance Abuse and Mental Health Services National Helpline (SAMHSA): This no-cost helpline offers treatment referral and information for people facing mental health or substance use problems. Contact a care manager for substance use treatment. You can call SAMHSA 24/7 at 800 662-4357 (TTY 711).

- Smoke-Free Women: Support, tips, tools, and expert advice that are focused on helping women to quit smoking. Visit [women.smokefree.gov](https://www.smokefree.gov).

Your birth plan

A birth plan helps make sure your choices are respected during labor and delivery. Your birth plan describes what you want to the provider and nurses who help deliver your baby. It can include the types of medicine you do or do not want to take, who you want to be in the room when you have your baby, and any religious or cultural practices you follow.

Making a birth plan can help you feel better prepared for labor and delivery.

Below are questions to answer to start your

1. Where do you want to have your baby?

2. Do you want skin-to-skin contact with your baby within an hour of birth (recommended)?

3. Who do you want in the room with you during labor and delivery?

4. Are there any traditions you want for your baby's birth?

5. Who do you want to cut the umbilical cord?

For more information on birth plans and to find a sample birth plan, go to marchofdimes.org/find-support/topics/planning-baby/your-birth-plan.



Caring for yourself and your baby

At your follow-up visit with your OB healthcare provider after your baby's birth, they will make sure your body is healing and help you adjust to life with a newborn. It's best to see them within 1 to 6 weeks, but no later than 12 weeks after delivery. Your provider may want to see you within a few weeks of your delivery if you had a high-risk pregnancy or delivered by C-section.

You can earn Healthy Rewards for going to this postpartum visit.



It is helpful to find a provider (pediatrician) you trust for your baby before you deliver. You can use the tool on the app/website to search for one.



Well-baby care

The American Academy of Pediatrics suggests that your baby have a checkup at birth and 3 to 5 days old. Your baby's healthcare provider will also want to see them frequently until they are about 3 years old. The purpose of these visits is to make sure they're growing and developing how they should.¹ During well-baby visits, your baby's healthcare provider will do a physical exam, they may also discuss your family's health history, discuss vaccine recommendations or administer vaccines, talk about dental care, check your baby's vision and hearing, and discuss important health topics. They can provide the best care by working closely with you.²

Your baby's healthcare provider is your partner until your child reaches adulthood. Make sure you contact them if you are concerned about your baby's health. They will ask questions and provide you with feedback. If your baby is sick or not feeling well, they can tell you what kind of care you should seek.

Helpful resources:

- Centers for Disease Control and Prevention (CDC): You can track child development at cdc.gov/ncbddd/actearly/index.html.



You may earn Healthy Rewards for taking your baby to their health visits. Log in to your Benefit Reward Hub at healthybluekansas.com/medicaid/extras/healthy-rewards or call 833-731-2140 (TTY 711) to see if you qualify.

- March of Dimes:** Read about the latest research and topics to keep you and your baby healthy at marchofdimes.org.
- CDC Milestone tracker:** Track your baby's milestones from age 2 months to 5 years. Download the CDC Milestone tracker in your app store today.

Breastfeeding

Breastfeeding is a healthy decision to make for your baby's growth and development. The American Academy of Pediatrics recommends breastfeeding as the only source of nutrition for your baby until they are at least 6 months old. Regardless of the feeding method you choose, it is most important to ensure that your baby is getting enough to eat. A baby who is fussing, crying, seems hungry, does not appear satisfied after feeding, and has less than 6–8 wet diapers a day may not be getting enough to eat.

¹ American Academy of Pediatrics website, *Recommendations of Preventative Pediatric Health Care* (03/01/2023): aap.org/periodicityschedule. (Accessed January 2024)

² medlineplus.gov/ency/article/001928.htm#:~:text=The%20provider%20will%20record%20your,focus%20on%20your%20child's%20wellness (Accessed April 2024)



Healthy Blue may cover the cost of a breast pump. Contact Member Services to learn how you can get a breast pump.

If you're concerned that your baby isn't eating enough, call their healthcare provider.³ To learn more about feeding your baby, visit kidshealth.org/en/parents/feednewborn.html.

Helpful resources:

- Women, Infants, and Children (WIC): WIC provides community support for breastfeeding education. Learn how to apply in the Community Resources section of this guide.
- La Leche League International: This program provides mother-to-mother breastfeeding support, encouragement, information, and education. To find your local league, visit llli.org.
- Infant Risk Center: Find answers to your questions about breastfeeding and medicines. Call 806-352-2519 (TTY 711) or visit infantrisk.com.

Neonatal intensive care unit Case Management

If your baby was born premature or with a serious health condition, they may have been admitted to the NICU. We believe the more you know, the better you will be able to care for them. To support you, we have a NICU Case Management program.

³ healthychildren.org/English/ages-stages/baby/breastfeeding/Pages/default.aspx#:~:text=The%20American%20Academy%20of%20Pediatrics,mother%20and%20baby%20desire%20it (Accessed April 2024)

We extend our support by helping you to prepare yourself and your home for when your baby is released from the hospital. After your baby is home, our care coordinators continue to provide education and assistance in improving your baby's health, preventing unnecessary hospital readmissions, and guiding you to community resources, if needed.

The NICU can be a stressful place, bringing unique challenges and concerns you may have never imagined. The anxiety and stress related to having a baby in the NICU can potentially lead to symptoms of post-traumatic stress disorder (PTSD) in parents and caregivers. To reduce the impact of PTSD among our members, we assist by:

- Helping you engage with hospital-based support programs.
- Facilitating screenings for potential PTSD
- Connecting you with behavioral health program resources and community support as needed.
- Actively asking for your feedback on the provided resources and how an increased awareness of PTSD has helped you.

If you want a referral for case management, please call Member Services to ask to be connected to a NICU care coordinator.

Helpful resources:

- Graham's Foundation: Provides support, advocacy, and research for preemies and their families. Visit grahamsfoundation.org.
- Graham's Foundation MyPremie app: Provides support to parents and families with preemies. Download the app at grahamsfoundation.org/download.
- March of Dimes™: Read about the latest research and topics to keep you and your baby healthy. Visit marchofdimes.org.
- March of Dimes™ Compass app: Provides answers, tools, and support so you can focus on your baby during this time. Download the app at marchofdimes.org/find-support/compassbymarchofdimes.

Safe sleep

Sudden unexpected infant death (SUID), which includes sudden infant death syndrome (SIDS), is the leading cause of injury death for babies. Sleep is a big challenge for families with babies, but if the right steps are followed, many SUID fatalities are preventable. You, and anyone who is watching your baby if you are away, can reduce the risk of sleep-related infant deaths by following these steps.⁴

- Make sure your baby sleeps on their back, alone, and in their own special sleep space. This can be a crib, a small bed just for babies, or a play area that is also safe for sleeping. It should have a hard, flat mattress and a sheet that fits well.
- Don't let your baby sleep on a sofa, chair, swing, or in a car seat (unless they're actually in a car).
- Keep items like loose blankets, pillows, stuffed toys, cushions for crib sides, and other soft things out of your baby's sleep space.
- Try to breastfeed your baby if you can, and don't smoke around them.

Talk to your baby's healthcare provider if you have questions or concerns about safe sleep.

Postpartum depression

Postpartum depression (PPD) is common and treatable.

According to the CDC, about 1 in 8 women experience symptoms of postpartum depression. You may be experiencing PPD if you:

- Feel anxious or depressed most of the day, every day.
- Have trouble bonding with your baby.
- Do not feel better two weeks after giving birth.

⁴ aap.org/en/patient-care/safe-sleep (Accessed April 2024)

Your emotional well-being is just as important as your physical health. By asking for help, you are taking the first step to heal. Your OB healthcare provider can make a support plan if you are willing to share how you feel.

Helpful resources:

- Postpartum Support International: Visit postpartum.net or call 800-944-4773 (TTY 711) 24/7 and follow the prompts to be connected with someone.
- What to Expect: Visit whattoexpect.com and search for "postpartum depression."
- National Maternal Mental Health Hotline: Call or text for 24/7, free, confidential support before, during, and after pregnancy. Visit <https://mchb.hrsa.gov/national-maternal-mental-health-hotline>.
- Share Organization: Support, resources, and information for those who have experienced the loss of a baby. Visit <https://nationalshare.org>.

Call 911 right away if you feel like hurting yourself or your baby. You can also call or text the National Suicide and Crisis Lifeline at 988, call or text the National Maternal Mental Health Hotline at 833-TLC-MAMA (833-852-6262), or call the 24-hour Nurse HelpLine at 833-838-4344 (TTY 711) 24/7.

Centers for Disease Control and Prevention website: Reproductive Health/Depression: cdc.gov/reproductive-health/depression. (Accessed July 2024)



Family planning

If you want to have another baby, you should talk to your healthcare provider before you try to become pregnant again. Having a pregnancy too soon after you give birth may cause your next pregnancy to be high-risk for an early delivery or preterm birth. It's best to wait at least 18 months between pregnancies. Your body needs proper time to heal and recover.⁵

Until you are ready for another pregnancy, you can choose from many family planning options. Long-acting reversible birth control (LARC) is one option to avoid pregnancy. LARC is a device that your healthcare provider places inside your arm or uterus. It stays in place until you want it taken out. Talk with your provider about the best options for you and how they may affect your body. Call **833-838-4344 (TTY 711)** if you have any questions about the method you choose. If you'd like to ask about your benefits for family planning options, call Member Services.

If you have any health conditions or take any medicines, you should also talk to your provider about how they can affect your next pregnancy. They may suggest you take a prenatal vitamin with folic acid before you become pregnant to protect your baby's health.⁶

Helpful resources:

- Office on Women's Health: You can visit the website at womenshealth.gov or call 800-994-9662 (TDD 888-220-5446) with questions about health topics or their special programs.
- Long-acting reversible contraception (LARC) devices: You can read more about IUDs and implants at cdc.gov.

You can read about family planning at cdc.gov by searching "preconception." You also can search "contraception" for family planning methods.

⁵ The American College of Obstetricians and Gynecologists website, *Interpregnancy Care* (2021): acog.org/clinical/clinical-guidance/obstetric-care-consensus/articles/2019/01/interpregnancy-care (Accessed January 2024)

⁶ March of Dimes website, *Folic Acid* (May 2020): marchofdimes.org/pregnancy/folic-acid.aspx (Accessed January 2024).



Community resources

Do you need help paying bills or finding food or housing? We partner with local organizations to help you find resources for assistance. Just visit the Healthy Blue website to find an organization near you.

Health coverage for you and your baby

Our goal is to keep you and your baby healthy and covered with Healthy Blue after birth. To keep your baby covered, it is best to tell KanCare Eligibility Families and Children about your pregnancy before and after you deliver by calling **800-792-4884**.

Women, Infants, and Children (WIC)

WIC is a program that provides many useful resources and education to families. You can receive food vouchers, health education, and peer counseling for moral support in parenting.

To read about the program and find out if you qualify:

1. Visit **fns.usda.gov/wic**.
2. Go to **How to Apply**.
3. Search for your state's information.

Member Services:

833-838-2593 (TTY 711)

24-Hour Nurse Help Line:

833-838-4344 (TTY 711)

healthybluekansas.com/medicaid



Healthy Blue

LiveHealth[®]
O N L I N E

Healthy Blue is the trade name of Community Care Health Plan of Kansas, Inc. Independent licensee of the Blue Cross and Blue Shield Association.

LiveHealth Online is offered through an arrangement with Amwell, a separate company, providing telehealth services on behalf of your health plan.

Do you need help with your healthcare, talking with us, or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 833-838-2593 (TTY 711).

¿Necesita ayuda con su cuidado de la salud, para hablar con nosotros o leer lo que le enviamos? Ofrecemos nuestros materiales en otros idiomas y formatos sin costo alguno. Llámenos gratis al 833-838-2593 (TTY 711).

Healthy Blue complies with applicable federal civil rights laws and does not discriminate based on race, color, national origin, age, disability, creed, religious affiliation, ancestry, sex, gender identity or expression, or sexual orientation.

If English is not your first language, free interpreter services are available. Call 833-838-2593 (TTY 711).