



# Keystone First



## Keystone First's Bright Start® Maternity Program

Keystone First'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

RN 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, e.g., Nurse Family Partnership or Healthy Start.

#### Care coordinators/Maternity navigators

- Support the nursing team.
- Provide assistance with making and keeping appointments.
- Facilitate access to transportation for prenatal appointments.
- Social Determinants of Health assessments and referrals.

#### Moms 2B program

- Cell phone program to keep moderate to high-risk pregnant members connected and compliant with prenatal care plans.

#### Keys to Your Care® program

- A voluntary texting and incentive program for pregnant members.
- Incentives include: gift cards for joining and attending their prenatal and postpartum appointments and a portable crib for sleep safety.

#### Postpartum care rewards program

- \$50 gift card for members who schedule and attend their postpartum visit 7-84 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. (Nurse Family Partnership, Healthy Start, Parents as Teachers)
- Doulas- provide labor and delivery support.

#### 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.
- CityLife Health- provides additional virtual or walk-in opportunities to complete the postpartum visit.

#### Behavioral Health/Substance Use Disorder

- Integrated Care Plan (ICP) for pregnant members with serious persistent mental illness.
- Programs for mothers with addiction- PEARL and Maternity Care Coordination Healthy Baby Program

#### Food Programs

- Family Food- in home dietitian program for pregnant members to manage weight gain and learn how to make healthy food choices.
- MANNA- "food as medicine" program for pregnant members with gestational diabetes.

Contact us at 1-800-521-6867 or visit our website at:

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



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- Mom's Meals- meals for pregnant members who test COVID-19+ and/or quarantining due to symptoms of COVID-19.

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