



Keys to Your Care

Introducing Keys to Your Care, a special voluntary texting program for pregnant Keystone First members, brought to you by Bright Start®, our maternity program. Keys to Your Care will send your pregnant patients helpful text messages every week during their pregnancies and the first few weeks after their babies are born. We hope that your expecting Keystone First patients enroll in this exciting new program by simply texting **MOM** to **85886**.

Some highlights of Keys to Your Care participation:

- Gift card for joining and up to eight gift cards throughout the patient's pregnancy.
- Baby's first book.
- Portable crib.
- Postpartum gift card or diapers.

If your patient does not have access to text messaging, she may call **1-800-910-2959** to join Keys to Your Care. The program is available in English and Spanish. If a pregnant patient leaves the plan during the program, she will no longer be eligible to participate in the program. However, milestones achieved while the patient was a plan member can still be incentivized.

Keystone First has partnered with Stellar Rx to call participating Keys to Your Care members to assist in scheduling and reminding them to keep prenatal visits. To ensure the member receives the program incentives, we ask that your office either e-prescribe or fax the Member Care Rewards fax form.

E-prescribe to:

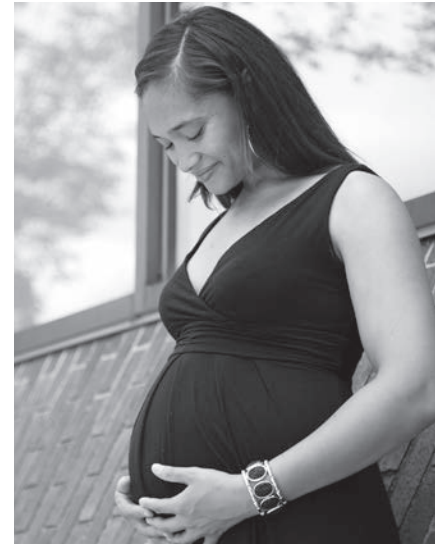
Stellar Rx
302 Industrial Drive
Avondale, PA 19311
1-610-910-9580

Fax to:

Stellar Rx Care Rewards Program
1-610-537-5055

Members will receive the program incentive per milestone within two to three days.

100KF-1522-193



Bright Start offers expecting members all forms of care management by calling 1-800-521-6867.



Coverage by Vista Health Plan,
an independent licensee of the Blue Cross and Blue Shield Association.

www.keystonefirstpa.com