

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

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

Care Coordinators/Maternity Health Navigators

- Support the nursing team.
- Provide assistance with making and keeping appointments.
- Facilitate access to transportation for prenatal appointments.
- Complete social determinants of health assessments (SDOH) 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.
- 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 the program
 - 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



Keystone First



BRIGHTSTART®

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.
- Offers additional virtual or walk-in opportunity 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.
- 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 **1-800-521-6867** or visit our website at:

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

Maternity Health Navigators

Maternity Health Navigators (MHNs) are health coordinators who work closely with our Bright Start Maternity team. The MHNs live and work within the community and meet our **pregnant** and **postpartum** members “where they are.” MHNs can:

- 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.

Additionally, MHNs have received CAPPA Postpartum Doula training, which has enhanced their knowledge and ability to provide emotional and informational support to families.

Doula services

Doulas are nonmedical birth companions to support and assist members during labor and delivery. They provide emotional and physical support as needed. Doulas help women feel less anxious about the birth process and breastfeeding and thus more confident about what their bodies can do.

Doulas provide:

- Intensive in-home one-on-one physical and emotional support to decrease stress.
- Childbirth education and preparation.
- Labor support.
- Lactation support.

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 1-800-521-6867 or fax the completed Bright Start Support Services Referral Form to 1-866-405-7946.

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"/> Doula service <input type="checkbox"/> Postpartum support <input type="checkbox"/> Lactation support		