Pregnancy notification process using the Benefit Look-Up Tool

Healthy Blue aims to identify all pregnant members early in their pregnancy so members can take full advantage of the education, support, resources and incentives available through the New Baby, New Life[SM] program we offer.

Healthy Blue uses the Benefit Look-Up Tool in the Availity Portal* to generate timely information about newly identified pregnant women. Early intervention helps improve birth outcomes and assists patients with accessing additional benefits as soon as possible.

How it works

During the eligibility and benefits inquiry, if the member is of childbearing age, the office associate will be prompted to answer whether the member is pregnant or not. If the response is yes, the system will ask the due date, and a *Maternity* form is generated. Providers are asked to complete the form and provide additional information including the dates of the first prenatal and postpartum care visits.

Just follow these simple steps:

- Perform an eligibility and benefits request on a Healthy Blue member of childbearing age and choose one of the following benefit service types: maternity, obstetrical, gynecological, obstetrical/gynecological.
- Before you see the benefit results screen, you will be asked if the member is pregnant and given a *Yes* or *No* option. If you indicate *Yes,* you will be asked what the estimated due date is. Fill in that date if you have an estimate or leave it blank if you do not.

After you submit your answer, you will be taken to the benefits page. In the background, a *Maternity Application* form will be generated for this patient in the maternity application in *Payer Spaces* for Healthy Blue.

For questions, contact Provider Services at **1-833-388-1406** from 8 a.m. to 9 p.m. CT Monday to Friday.

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