

Prenatal Program

When it comes to our pregnant members, we are committed to keeping both mom and baby healthy. That's why we encourage all of our moms-to-be to take part in our **New Baby, New LifeSM** program — a comprehensive case management and care coordination program that offers:

- Individualized, one-on-one case management support for women at highest risk
- Care coordination for moms who may need a little extra support
- Educational materials and information on community resources
- Incentives to keep up with prenatal and postpartum checkups and well-child visits after the baby is born

An important component of the prenatal program is the early identification of pregnant women. When you know a patient is pregnant, complete the [Pregnancy Notification Report Form](#) (PNR) immediately after the patient's visit and return it to us by fax at 1-855-410-4451.

All identified pregnant women are automatically included in the **New Baby, New LifeSM** program. An OB high risk assessment to determine the level of case management support mom may need during her pregnancy is completed. A prenatal packet is sent that includes information on planning a healthy pregnancy, resources related to pregnancy, information on the importance of prenatal visits, and other related topics and incentive offerings for attending prenatal visits.

Once your patient delivers, she will also receive a postpartum packet with information on postpartum care, well-child care, postpartum depression, and other related topics and incentive offers for attending their postpartum visit within 21-56 days and for well-child visits in the first 15 months. In addition, our program offers your patient prenatal, breastfeeding, and parenting classes through referrals to local community classes. We will also remind her to get a postpartum exam and give her a gift card incentive when she gets the exam within 21 to 56 days after childbirth.

Prenatal Toolkit

- [Pregnancy Notification Report Form](#) (PDF)
- [Pregnancy Assessment Form: Initial](#) (DOC)
- [Pregnancy Assessment Form: 2nd Trimester](#) (DOC)
- [Pregnancy Assessment Form: 3rd Trimester](#) (DOC)

Steps to take for Primary Care Physicians and Obstetricians

Steps to take:

- Confirm a diagnosis of pregnancy Anthem Medi-Cal Managed Care (Medi-Cal) members.
- Orient the Medi-Cal patient to the comprehensive perinatal services program (CPSP), advise what services are available, and document the patient's acceptance or refusal.
- If the patient accepts CPSP, you can provide the services or refer out to a source. Ask for copies of the assessments to