

All About Bright Start®

Bright Start is an AmeriHealth Caritas Iowa maternity program that helps pregnant members stay healthy throughout their pregnancy and ensure a bright start for their baby.

Any pregnant member and their providers can participate in Bright Start.

What is Bright Start?

AmeriHealth Caritas Iowa's Bright Start program combines care management and utilization management to coordinate **all** aspects of pregnancy for the member and the provider, resulting in a member-focused, hands-on approach. Each pregnant member is assigned to a Bright Start representative, who will:

- **Engage** with the member upon notification of pregnancy, continuing through prenatal care and delivery, until six weeks post-delivery.
 - High-risk members who need additional care post-delivery can be transferred to our Complex Care Management Department.
- **Coordinate:**
 - Prenatal and postpartum appointments with obstetric and other providers.
 - Efforts to track down hard-to-reach pregnant members so they can get to their appointments.
 - Information and resources for expectant mothers to help them have a safe pregnancy and a healthy baby.
- **Manage** providers' notifications, prior authorizations, and claims related to the care of the expectant mother and her baby.



And that's not all. The assigned Bright Start representative can help the member:

- Face difficult social situations, including domestic violence, homelessness, and other similarly challenging circumstances.
- Register for childbirth and other health information classes.
- Get food for baby through Women, Infants, and Children (WIC).
- Complete prenatal and postpartum depression screenings.
- Receive breast feeding support and newborn education.
- Arrange transportation to and from prenatal and postpartum appointments.
- Provide extra assistance to expectant mothers with chronic physical or behavioral health conditions, high-risk pregnancy symptoms, or those struggling with substance abuse.

How can providers partner with Bright Start?

- Fax all notifications and prior authorizations related to the maternity needs of the member to Bright Start at **1-844-201-6798**.
- Help identify and then notify Bright Start if a pregnant member:
 - Develops a health condition that puts them at high risk.
 - Does not attend scheduled appointments.
 - Needs assistance with their social environment.
- Encourage healthy lifestyles for both mom and baby.
- Send referrals of specialists for the pregnant member, as well as send a referral of a pediatrician or primary care physician (PCP) for the baby.
- Coordinate chronic condition management.

Call Bright Start at 1-855-332-2440, option 3 to learn more.

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