

New pregnancy notification process using the Availity Portal Benefit Look-Up tool

Please note, this communication applies to Anthem HealthKeepers Plus Medicaid products offered by HealthKeepers, Inc.

As you know, HealthKeepers, Inc. offers pregnant Anthem HealthKeepers Plus members several services and benefits through the New Baby, New LifeSM program. It is our goal to ensure all pregnant members are identified early in their pregnancy so they can take full advantage of the education, support, resources and incentives HealthKeepers, Inc. provides throughout the prenatal and postpartum period.

We've partnered with Availity Essence*, **availity.com**, the vendor supporting the **Benefit Look-Up tool** you may currently use in your OB office, to send us information about newly identified pregnant women. This new process, including the *HEDIS[®] Maternity Attestation* form, helps connect patients with additional benefits as soon as possible. The reporting process includes a few simple steps.

How it works

When an Anthem HealthKeepers Plus member of childbearing age visits the OB office, the office associate asks if the member is pregnant during the eligibility and benefits inquiry process. If the member is pregnant, the system asks about the due date, and a *HEDIS Maternity Attestation* form is generated for the OB office to complete. On this electronic form, providers are asked to provide other important information, including the date of the first prenatal care visit, delivery date and postpartum visit date.

This user-friendly workflow generates timely information that aids members, providers and HealthKeepers, Inc. in improving birth outcomes with early intervention.

We are working hard to support providers throughout Virginia in receiving necessary training for this new workflow. If you have specific questions regarding the new Availity Essence maternity attestation process, or about this communication, call Anthem HealthKeepers Plus Provider Services at **800-901-0020**.

HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).

*Availity is an independent company providing administrative support services on behalf of HealthKeepers, Inc.

<https://providers.anthem.com/va>

HealthKeepers, Inc. is an independent licensee of the Blue Cross Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc. Anthem HealthKeepers Plus, offered by HealthKeepers, Inc., is a health plan that contracts with the Virginia Department of Medical Assistance Services to provide Medicaid benefits to enrollees.

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Provider FAQ — Availity Portal pregnancy notification and *HEDIS Maternity Attestation*

Please note, this communication applies to Anthem HealthKeepers Plus Medicaid products offered by HealthKeepers, Inc.

1. What is the purpose of this new process?
As you know, HealthKeepers, Inc. offers pregnant Anthem HealthKeepers Plus members several services and benefits through the New Baby, New Life SM program. It is our goal to ensure all pregnant members are identified early in their pregnancy so they can take full advantage of the education, support, resources and incentives HealthKeepers, Inc. provides throughout the prenatal and postpartum period. This new, user-friendly workflow generates timely information that aids members and providers in improving birth outcomes with early intervention.
2. When will the new pregnancy-related questions display?
The office will choose one of four maternity service types, including maternity, OB, gynecological and/or OB/GYN. When an OB/GYN office conducts an eligibility and benefits inquiry for an Anthem HealthKeepers Plus member 15 to 44 years of age in the Availity Essence, availity.com , the system displays pregnancy-related questions. If the office confirms the patient is pregnant, a <i>HEDIS[®] Maternity Attestation</i> form is generated. If the patient is not pregnant, the desired eligibility and benefits information displays, and no further action is required.
3. How is the information provided on the <i>HEDIS Maternity Attestation</i> form used?
The <i>HEDIS Maternity Attestation</i> form helps HealthKeepers, Inc. identify pregnant women so that maternity programs can be offered to them. As part of the process, all identified pregnant women receive an OB high-risk screening as well as appropriate prenatal, postpartum and well-child health education. Therefore, it is important that you enter pregnancy data correctly into availity.com .
4. What information is required on the maternity screening on availity.com?
Only the following questions are required: “Is the patient pregnant?” and “What is the estimated due date?” If the estimated due date is not yet known, it can be skipped; however, it will appear the next time a provider uses the eligibility and benefits lookup. The <i>HEDIS Maternity Attestation</i> form is optional but highly desired for completion, as it helps HealthKeepers, Inc. better coordinate pregnancy support for members. For example, if HealthKeepers, Inc. sees a member has not yet had important prenatal and postpartum visits, we can help the member schedule these visits. It also notifies HealthKeepers, Inc. if a pregnancy has ended prematurely so that HealthKeepers, Inc. can turn off pregnancy health education messaging.

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5. How should the office reply when a patient presents as a transfer from another OB provider?

You should answer the pertinent pregnancy questions and complete the *HEDIS Maternity Attestation* form as usual. Even though the first prenatal visit question typically relates to prenatal care in the first trimester or within 42 days of plan enrollment, you can simply enter the date you first provided prenatal care for the patient.

6. If a patient transfers out of our practice during her prenatal course, how should the office complete the *HEDIS Maternity Attestation* form?

It is OK to leave the HEDIS attestation in a pending status, as it provides HealthKeepers, Inc. with pertinent prenatal care information up to the point the patient transfers out of the practice. The form remains in place until it is automatically retired 19 months later.

7. If we have confirmed the patient is pregnant but suffers an early miscarriage or chooses to terminate the pregnancy, how should the office communicate this important information?

In this situation, you should select the option on the *HEDIS Maternity Attestation* form that states **this pregnancy ended or the baby delivered prior to 20 weeks**. This action allows the office to close out and submit the *HEDIS Maternity Attestation* form for this pregnancy. This will also notify HealthKeepers, Inc. that any previously initiated maternity programs should be stopped.

8. Do I have to answer all the questions on the *HEDIS Maternity Attestation* form all at once?

No, the workflow is designed so you may enter and save information as it becomes available during the pregnancy. After entering the delivery and postpartum visit dates, you are given the option to complete and submit the attestation. Until then, you may save the information you enter and continue with other tasks.

9. Is there an easy way for me to obtain a list of all patients for whom I need to enter prenatal or postpartum visit dates?

You will receive two notifications to complete the *HEDIS Maternity Attestation* form. In order to prompt you to complete the form and enter the first prenatal visit date, the first notification is posted at the time the form is created. In order to alert you to schedule the postpartum visit, if not already done, and to enter the postpartum visit date, the second notification is posted 14 days prior to the estimated due date.

You may access the work queue at any time by going to *Payer Spaces*, selecting the payer title from the list and selecting **HEDIS Attestation for Maternity**.

10. How can I get additional help, support or training?

Availity Essence offers integrated help and on-demand training demonstrations (select **Help** or **Find Help** and search using the keyword **maternity**). You can launch a training demo from associated help topics as well as the HEDIS attestation for maternity work queue.

If you have technical difficulties related to the HEDIS attestation for maternity workflow, contact Availity Essence at **800-282-4548**. If you have any questions about this communication, call Anthem HealthKeepers Plus Provider Services at **800-901-0020**.