

Obstetrical facility consultants

Anthem Blue Cross and Blue Shield and its affiliate HealthKeepers, Inc. thanks you for being a valued partner in providing quality care to our pregnant members.

We aim to provide you with the support needed for continued success and enhance your experience with Anthem. As part of your benefits, the obstetrical facility consultant (OBFC) is an available resource to drive meaningful collaboration to improve maternal health outcomes.



OBFCs are registered nurse clinicians with maternal/child expertise whose focus is facility collaboration through in-person and virtual touchpoints with practitioners and facility administration. This collaboration allows for actionable conversations around enhanced member care and data trends while considering best practices and evidence-based guidelines.

OBFCs serve as a positive and trusted liaison and dedicated resource to assist and support the following:

- Anthem maternity program details, including member benefits and enhanced services available to support a healthy pregnancy period.
- Clinical processes by providing up-to-date required forms.
- Case management by educating on the referral process.
- Community resources that help you connect your patients to the help they need.

When asked for feedback on OBFCs, here is what our provider partners have said:

- The OBFC, “has been very instrumental in providing documentation to distribute to our patients which allows them more resources than we knew about.”
- The ability to have an OBFC “allows for additional assistance in advocating for patients.”
- “We have great communication with our consultant. She guides us with strategies to make changes. Also, we are implementing quality improvement programs to improve outcomes.”
- The OBFC “is a pleasure and has done a wonderful job. She is knowledgeable about the needs of the specialty and ways to help us improve outcomes.”

We look forward to best serving you and our members through this valuable collaboration.