

Notification of Pregnancy Incentive Program discontinuation

Effective April 1, 2023. Anthem Blue Cross and Blue Shield will discontinue the Notification of Pregnancy (NOP) Incentive Program for the BadgerCare Plus and Medicaid Supplemental Security Income programs. Please visit <https://providers.anthem.com/wisconsin-provider/resources/forms> for new maternity notification forms.

Fax complete forms to **800-964-3627** or submit via the Availity Essentials* platform. This new process aims to appropriately connect members with OB case management.



Email is the quickest and most direct way to receive important information from Anthem Blue Cross and Blue Shield.



To start receiving email from us (including some sent in lieu of fax or mail), submit your information using the QR code to the right or via our online form (anthem.ly/WImp).

* Availity, LLC is an independent company providing administrative support services on behalf of the health plan.