

New pregnancy notification process using the Availity Portal benefit look-up tool

UniCare Health Plan of West Virginia, Inc. (UniCare) offers pregnant women several services and benefits through the New Baby, New LifeSM program. Our goal is to ensure that all pregnant members are identified early in their pregnancy, so they can take full advantage of the education, support, resources and incentives UniCare provides throughout the prenatal and postpartum period.

We are working with Availity, the vendor supporting the benefit look-up tool you may currently use in your OB/GYN office, to obtain information about newly identified pregnant women. This new process, including the *HEDIS[®] Maternity Attestation* form, helps connect members to additional benefits as soon as possible using a few simple steps.

How it works

When a UniCare Health Plan of West Virginia, Inc. (UniCare) member of childbearing age visits the OB/GYN office, the office associate is prompted to answer the question “Is the member pregnant?” during the eligibility and benefits inquiry process. If the response is *yes*, the system asks about the due date, and a *HEDIS Maternity Attestation* form is generated for the OB/GYN 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 new, user-friendly workflow generates timely information that aids members, providers and UniCare in improving birth outcomes with early intervention.

We are working hard to support providers throughout West Virginia by providing necessary training for this new workflow. If you have specific questions regarding the new Availity maternity attestation process, please feel free to reach out to your local Provider Relations representative.

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

Provider FAQ — Availity Portal Pregnancy Notification and HEDIS Maternity Attestation

1. What is the purpose of this new process?
<p>As you know, UniCare offers pregnant women several services and benefits through the New Baby, New Life program. Our goal is to ensure that all pregnant women are identified early in their pregnancy, so they can take full advantage of the education, support, resources and incentives UniCare provides throughout the prenatal and postpartum period.</p> <p>This new, user-friendly workflow generates timely information that aids members, providers and UniCare in improving birth outcomes with early intervention.</p>
2. When will the new pregnancy-related questions display?
<p>The office will choose one of four maternity service types: maternity, obstetrical, gynecological or obstetrical/gynecological. When an OB/GYN office conducts an eligibility and benefits inquiry, the Availity Portal displays pregnancy-related questions for UniCare members 15 to 44 years of age.</p> <p>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.</p>
3. How does UniCare use the information provided on the <i>HEDIS Maternity Attestation</i> form?
<p>The <i>HEDIS Maternity Attestation</i> form helps UniCare identify pregnant women, so that maternity programs can be offered to them. As part of the process, all identified pregnant women receive an OB/GYN high-risk screening as well as appropriate prenatal, postpartum and well-child health education. Therefore, the pregnancy data that you enter correctly into the Availity Portal is important.</p>
4. What information is required on the maternity screening in the Availity Portal?
<p>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 look-up tool.</p> <p>The <i>HEDIS Maternity Attestation</i> form is optional but highly desired for completion as it helps UniCare better coordinate pregnancy support for members.</p>
5. How should the office reply when a patient presents as a transfer from another OB/GYN provider?
<p>You should answer the pertinent pregnancy questions and complete the <i>HEDIS Maternity Attestation</i> form as usual. The first prenatal visit question typically relates to prenatal care in the first trimester (or within 42 days of plan enrollment), but you can enter the date you first provided prenatal care for the patient.</p>

6. If a patient transfers out of our practice during her prenatal course, how should the office complete the <i>HEDIS Maternity Attestation</i> form?
Leave the <i>HEDIS Attestation for Maternity</i> form in a pending status, as it provides UniCare 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 after 19 months.
7. If we have confirmed the patient is pregnant but suffers an early miscarriage or chooses to terminate their pregnancy, how should the office communicate this important information?
Select the option on the <i>HEDIS Maternity Attestation</i> 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 <i>HEDIS Maternity Attestation</i> form for this pregnancy. This will also notify UniCare that any previously initiated maternity programs should be stopped.
8. Do I have to answer all of the questions on the <i>HEDIS Maternity Attestation</i> form at once?
No, the workflow is designed so that 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?
<p>You will receive two notifications to complete the <i>HEDIS Maternity Attestation</i> form:</p> <ul style="list-style-type: none"> • The first notification is posted at the time the form is created in order to prompt you to complete the form and enter the first prenatal visit date. • The second notification is posted 14 days prior to the estimated due date in order to alert you to schedule the postpartum visit (if not already done) and to enter the postpartum visit date. <p>You may access the work queue at any time by going to Payer Spaces on the Availity Portal at https://www.availity.com. Next, select the payer title from the list. Then, select HEDIS Attestation for Maternity.</p>
10. How can I receive additional help, support or training?
<ul style="list-style-type: none"> • Availity offers integrated help and on-demand training demonstrations (select Help or Find Help and search using the keyword <i>maternity</i>). • You can launch a training demo from associated help topics as well as the <i>HEDIS Maternity</i> work queue. • If you have technical difficulties related to the <i>HEDIS Maternity Attestation</i> workflow, contact Availity at 1-800-282-4548. • If you have specific member concerns, please contact your local Provider Relations representative.