

Pregnancy notification process using the Benefit Look-Up Tool

UniCare Health Plan of West Virginia, Inc. (UniCare) aims to identify all pregnant members early in their pregnancy so members can take full advantage of the education, support, resources, and incentives available through the Taking Care of Baby and Me[®] program we offer.

UniCare uses the **Benefit Look-Up Tool** in the Availity Portal * to generate timely information about newly identified pregnant women. Early intervention helps improve birth outcomes and assists patients with accessing additional benefits as soon as possible.

How it works

During the eligibility and benefits inquiry, if the member is of childbearing age, the office associate will be prompted to answer whether the member is pregnant or not. If the response is yes, the system will ask the due date, and a *Maternity Notification Form* is generated. Providers are asked to complete the form and provide additional information including the dates of the first prenatal and postpartum care visits.

Just follow these simple steps:

- Perform an eligibility and benefits (E&B) request on a member of childbearing age and choose one of the following benefit service types: maternity, obstetrical, gynecological, obstetrical/gynecological.
- Before you see the benefit results screen, you will be asked if the member is pregnant and given a *Yes* or *No* option. If you indicate *Yes*, you will be asked what the estimated due date is. Fill in that date if you have an estimate or leave it blank if you do not.
- After submitting your answer, the E&B will display. If the member was identified as pregnant, a *Maternity Notification Form* will now be available. You may access the form by navigating to the Applications tab and selecting the **Maternity** link.

What is the purpose of the Availity Portal pregnancy notification process?

UniCare aims to identify all pregnant members early in their pregnancy so members can take full advantage of the education, support, resources, and incentives available through maternity programs like Taking Care of Baby and Me[®].

When will the maternity screening questions display?

In the Availity Portal, the provider will choose one of four maternity service types (maternity, obstetrical, gynecological, and/or obstetrical/gynecological) during the eligibility and benefits inquiry. For members 14 to 44 years of age, the system will then display a maternity screening consisting of two required questions. If the provider confirms the patient is pregnant, a *Maternity Notification Form* is generated. If the patient is not pregnant, the desired eligibility and benefits information displays, and no further action is required.

What information is required on the maternity screening in the Availity Portal?

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, the question can be skipped; however, it will appear the next time a provider uses the eligibility and benefits lookup.

* Availity, LLC is an independent company providing administrative support services on behalf of UniCare Health Plan of West Virginia, Inc.

How is the information on the *Maternity Notification Form* used?

The *Maternity Notification Form* helps 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 pregnancy data is correctly entered into the Availity Portal.

The *Maternity Notification Form* is optional, but completing it is highly recommended so pregnancy support can be offered to members. For example, if UniCare sees a member has not yet had important prenatal and postpartum visits, we can help the member schedule these visits. It can also be used to notify us if a pregnancy has ended prematurely so we can turn off pregnancy-related health education messaging.

How should the provider respond when a member presents as a transfer from another OB provider?

You should answer the member pregnancy questions and complete the *Maternity Notification 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 enter the date you first provided prenatal care for the patient.

If a member transfers out of our practice during her prenatal course, how should the provider complete the *Maternity Notification Form*?

You can leave the *Maternity Notification Form* in pending status as it still provides us 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.

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

Select the option on the *Maternity Notification 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 *Maternity Notification Form* for this pregnancy. This will also notify us that any previously initiated maternity programs should be stopped.

Do I have to answer all questions on the *Maternity Notification Form* at the same time?

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

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?

Yes, you will receive two notifications to complete the *Maternity Notification Form*:

1. The notification to complete the form and enter the first prenatal visit date is posted at the time the form is created.
2. The second notification to alert you to schedule the postpartum visit and to enter the postpartum visit date is posted 14 days prior to the estimated due date.

You can access the work queue at any time under *Payer Spaces*. Select the payer name from the list and select **Maternity**.

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

- Availity 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 *Maternity* work queue.
- If you have technical difficulties related to the maternity workflow, contact Availity support at **800-282-4548**.

If you have any questions about this communication, please contact Provider Services at **800-782-0095**.



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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 (<https://bit.ly/3EC5pWx>).