

# Maternity Services for Your Patients



## Refer your patients to our Maternity Care Management program

If your patients are looking to start a family or are already pregnant, refer them to the ProgenyHealth<sup>®</sup> Maternity Care Management program delivered by HAP<sup>®</sup>. The program is available to fully-insured Commercial HAP, HAP Empowered Medicaid, and ASO Henry Ford Health System members.

We support your pregnant patients throughout their pregnancy with help from our experienced Maternity Case Managers – nurses and social workers – as well as nutrition and lactation coaches. Plus, your patients have access to Ovia Health<sup>™</sup> mobile apps at no additional cost to you or your patients.

### DOWNLOAD FLYERS FOR YOUR PATIENTS

Log in at [hap.org](http://hap.org), then:

- > Select 'Resources'
- > Click 'Caring for Your Patients'
- > Choose 'Maternity Care Management & Medically Complex Newborn Programs' to find the program you need



### Your patients have access to:

#### ProgenyHealth Maternity Case Managers who will help your patients with:

- On-going education and support
- Setting up doctor visits and care plans
- Helping them find free or low-cost items not covered by their plan



#### ProgenyHealth's program includes Ovia Health<sup>™</sup> mobile apps that allow patients to:

- Make their own experience
- Track their pregnancy with updates
- Connect with pregnant women and moms
- Contact their ProgenyHealth Case Manager



To learn more about the ProgenyHealth Maternity Care Management Program, call **1-855-231-4730**, Monday - Friday, 8:30 AM - 5:00 PM, or email [maternity@progenyhealth.com](mailto:maternity@progenyhealth.com).

# Maternity Care Management Program

## Provider Frequently Asked Questions (FAQ)



### Program Overview

ProgenyHealth and HAP have introduced an innovative care management program to support maternal and infant health. The program offers educational resources, support programs, case management, and Ovia Health™ mobile apps to guide a woman through a healthy pregnancy, postpartum, parenting and return to work.

ProgenyHealth will identify women with high-risk factors early in pregnancy and intervene to support their transitions and improve infant health outcomes. The program will also help pregnant and new mothers solve social determinants of health (SDoH) that can impact the health and well-being of the mother, infant, and family.



### Who is ProgenyHealth?

ProgenyHealth is a national company dedicated to Maternity and NICU Care Management. We serve women, infants and families along the maternity care continuum, from pregnancy and postpartum to parenting and return to work. We also have a specialized expertise in managing preterm and medically complex births that result in NICU admissions.

With more than 18 years of care management experience, ProgenyHealth has a distinct vantage point on maternal and infant health. We know that early-stage maternal health plays a significant role in outcomes and alters the long-term health and quality of life for mothers, infants and families.

### How does the program support my maternity patients?

#### The ProgenyHealth Maternity Care Program includes:

- **Intelligent Platform** – Our proprietary platform, Mom Path<sup>SM</sup>, serves as a comprehensive medical record that drives all interventions and care pathways based on evidence-based protocols and maternal risk factors.
- **Complex Case Management** – Women with risk factors are paired with a maternity case manager to develop a personalized care plan which can be shared with their OB provider for input.
- **Return to Work** – Helping women transition back to the workplace and navigate job issues, childcare, and more.
- **Parenting Support** – Support with parenting skills, infant sleep, breastfeeding, home safety, immunizations, and more.
- **NICU Care Management** – Specialized utilization and nurse case management if an infant requires a NICU admission.
- **Digital App** – Reproductive health support from cycle tracking and conception to pregnancy and parenthood.
- **Additional Program Components** – Coming in 2022.

## How do my patients work with ProgenyHealth Maternity Case Managers?

Physicians can refer any HAP Fully Insured Commercial, HAP Empowered Medicaid and ASO Henry Ford Health System member to the program. Case managers will reach out to the patient and establish a relationship. The patient and case manager will develop a customized and personalized care plan collaborating with the OB provider. This specialized support may continue from pregnancy through the first eight months postpartum.

In the event of a NICU admission, ProgenyHealth proactively engages providers and families. Because of our unique NICU expertise, our approach helps to optimize outcomes.

## How does ProgenyHealth collaborate with my OB/GYN practice?

ProgenyHealth will work with you to support a healthy pregnancy for your patient. In the event of issues or concerns, we will reach out and keep you updated on your patient's progress.

## What members are eligible for this program?

Currently the program is available to HAP Fully Insured Commercial, HAP Empowered Medicaid and ASO Henry Ford Health System members.

## Are there any costs involved?

No. The costs to you or your patients are covered by HAP Fully Insured Commercial, HAP Empowered Medicaid and ASO Henry Ford Health System.

## To refer a patient:

- Fax the referral form found in the provider toolkit.  
Log in at [hap.org](http://hap.org), then:
  - > Select 'Resources'
  - > Click 'Caring for Your Patients'
  - > Choose 'Maternity Care Management & Medically Complex Newborn Programs' to find the program you need
- Call 1-855-231-4730 Monday – Friday, 8:30 AM – 5:00 PM.
- Encourage your patients to download Ovia Health™. A patient flyer with instructions can be found in the provider toolkit.



## The ProgenyHealth Maternity Care Management program includes Ovia Health™ mobile apps that allow your patient to:

- Make their own experience
- Track their pregnancy with updates
- Connect with pregnant women and moms
- Contact their ProgenyHealth Case Manager



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