



Wellpoint quick tips  
**women's health**



Wellpoint is committed to collaborating with its providers to offer the most effective women's healthcare, including routine health through obstetrical care. We also recognize that providing the best care to women will result in healthier newborns. Below is a summary of the resources available through Wellpoint and state agencies, including how to access these services. If you have questions, feel free to email or call us.

## Preventive care

Prior authorization is not required for preventive care. Female members may directly access women's health specialists within the Wellpoint network for covered routine and preventive healthcare services.

Wellpoint covers one well-woman exam per member per calendar year when performed by a PCP or network gynecologist. Exams include:

- Examinations.
- Routine lab work.
- Sexually transmitted infection (STI) screenings.
- Mammograms for members 40 years of age or older.
- Pap smears.

## Cervical cancer screening

Routine screening for women of average risk and aged 21 to 65 will be reimbursed no more frequently than once every three years. Reimbursement for routine pap testing for women 66 and older, with prior negative screening results, will be denied. Screenings will also be paid according to frequency prescribed by provider for women with a history of prior abnormal results, precancerous cervical lesions, cervical cancer, or those who are immunocompromised (for example, organ transplant recipients or seropositive for the human immunodeficiency virus HIV).

## Family planning

Providers should encourage members to obtain family planning services from network providers to ensure continuity of services; however, members may self-refer to any network or out-of-network provider.

### Sterilization services

- Prior authorization is not required for the following:
- Sterilizations
- Tubal ligations
- Vasectomies

However, per state regulations, Wellpoint requires that providers submit with claims a completed state-approved sterilization consent form signed by the member 30 days in advance of procedure. Wellpoint does not cover reversals of sterilizations.

## Emergency contraception

Wellpoint does not require a prescription for over-the-counter FDA-approved emergency contraception.

## Obstetrical-related services

### Taking Care of Baby and Me®

The Taking Care of Baby and Me® program is a comprehensive proactive case management and care coordination program for all expectant mothers and their newborns. It offers:

- Individualized, one-on-one case management support for women at the highest risk.
- Care coordination for moms who may need a little extra support.
- Educational materials and information on community resources.
- Incentives to keep up with prenatal and postpartum checkups and well-child visits after the baby is born.

This program helps identify pregnant women as early in their pregnancies as possible. Once pregnant members are identified, we act quickly to assess obstetrical risk and ensure appropriate levels of care management services to mitigate risk.

### My Advocate® Wellpoint program

As part of Taking Care of Baby and Me, members are offered the My Advocate program. My Advocate provides pregnant and postpartum women proactive, culturally appropriate outreach and education through interactive voice response (IVR). Eligible members receive regular calls with tailored content from a voice personality (Mary Beth) or they may choose to access My Advocate via a smartphone application or website. This program does not replace the hightouch approach for high-risk pregnant women; however, it does serve as a supplementary tool to extend our health education reach.

Each automated My Advocate communication gives the member specific healthcare education in a warm, easy-to-understand fashion. Eligible members receive regular messages with tailored content from Mary Beth in English or Spanish. The topics include:

- Obstetric high-risk screening
- Maternal and child health:
- Prenatal care
- Postpartum care
- Well-baby care

## Healthy Rewards program

Pregnant women and new mothers who are enrolled in the Healthy Rewards program can earn up to \$75 by completing certain healthy activities. It's simple. Every time your patient completes one of the qualifying healthy activities, reward dollars are added to their Healthy Rewards account. The member can then redeem their reward dollars for a variety of gift cards of their choosing. If your Wellpoint patients have questions regarding the program or would like to enroll, please have them call Healthy Rewards at **888-990-8681 (TTY 711)** or visit the Benefit Reward Hub at **wellpoint.com/wa/medicaid** for more information. To earn rewards, members must enroll in the program prior to or within 30 days of the date of service:

- Prenatal first trimester or within 42 days of enrollment = \$20
- Prenatal visits (at least six prenatal care visits) = \$30
- Postpartum = \$25

Women must complete a prenatal care visit in their first trimester or 42 days of enrollment, at least six prenatal care visits during their pregnancy including their first trimester visit and complete a postpartum checkup 7 to 84 days after delivery or 1 to 2 weeks if C-section.

Members must then report their visits by logging in to the **Benefit Reward Hub** on the member website or by calling **888- 990-8681**.



## NICU case management program

For parents with infants admitted to the NICU, we offer the NICU case management program. This program provides education and support designed to help members cope with the day-to-day stress of having a baby in the NICU, encourages them to stay involved in the care of their babies, and helps them to prepare themselves and their homes for when their infant is discharged. Parents are provided with educational resources that outline successful strategies they may use while collaborating with their infant's care team.

The stress of having an infant in the NICU can potentially result in post-traumatic stress disorder (PTSD) symptoms among parents and loved ones. In an effort to reduce the impact of PTSD among members, we assist by:

- Guiding parent(s) into hospital-based support programs, if available, as well as to target support services and referrals to providers.
- Screening parent(s) for PTSD approximately one month after the date of birth.
- Referring parent(s) to behavioral health program resources, if indicated.
- Reconnecting with families with a one-month follow-up call to assess if the parent(s) received benefit from initial contact and PTSD awareness.

**Shortened cervical length:** Shortened cervical length before 24 weeks is now recognized to be a second strongly predictive risk factor for preterm births in singleton pregnancies. We encourage providers to obtain a cervical length measurement with your patient's 18 to 24-week ultrasound. If, in addition to an abdominal scan, a vaginal approach is necessary to obtain this measurement, please add modifier 52 to the vaginal ultrasound billing code. Diagnosis codes such as Z36, O09.211-.213 and O09.219 are the most appropriate.

## Termination of pregnancy

Voluntary termination of pregnancy that meets criteria for coverage, is paid for by the Health Care Authority (HCA) fee-for-service program, including surgical and medically induced abortions.

## Special support services just for our members

### Breast pumps

Eligible Members (pregnant moms, new moms and or babies up to six months) can submit a request for breast pumps through Edgepark. Limit is one breast pump per member, per lifetime. Members can choose from selected breast pumps from Medela, Spectra, Ameda, Ardo, Lansinoh, Freemie, and Motif. Requests can be submitted via:

- Edgepark Customer Service for breast pumps: **855-504-2099**
- Edgepark website: <https://www.edgeparkbreastpumps.com/order/?rc=EPBPICON>

The pump is delivered upon Wellpoint or Edgepark being notified baby has been born. The benefit is for the baby.

### Newborn circumcision

Wellpoint pays for this value-added benefit with no precertification requirement for contracted providers. Providers are paid Medicaid rates, up to \$150 for codes 54150, 54160 or 54161. Newborn circumcision is available through contracted providers only during the first 28 days after birth. Members may directly access providers for this service.

### Baby car seat

This benefit helps members by promoting and ensuring safety for their newborn child. It also removes a financial hardship for struggling families making difficult choices with limited income. Limit one per member per year. Please have the member call Healthy Rewards **888-757-9375** or visit the Benefit Reward Hub at [wellpoint.com/wa/medicaid](http://wellpoint.com/wa/medicaid) for more information.





## Billing tips

### Total obstetrical care

We follow HCA's billing guidelines for claims reimbursement. Precertification is not required for obstetrical services and diagnostic testing (see ultrasound note below). We request notification but will not deny claims payment based solely on lack of notification for obstetrical care. Please use the Wellpoint Maternity Notification Form, which can be found at [wellpoint.com/wa/medicaid](https://www.wellpoint.com/wa/medicaid) under Patient Care and Maternal Child Services.

### Ultrasounds

Wellpoint covers two routine prenatal ultrasounds for dating and fetal anatomic survey per pregnancy (76801, 76805). Additional ultrasounds for CPT® codes 76811, 76812, 76815, 76816 and 76817 for suspected maternal/fetal abnormality or follow-up require an appropriate diagnosis indicating medical necessity. Without appropriate diagnosis codes supportive of medical necessity, ultrasounds for procedural codes 76811, 76812, 76815, 76816, and 76817 will not be reimbursed. Prior authorization is not required for prenatal ultrasounds.

### Preterm elective deliveries

Wellpoint does not pay for elective deliveries at 39 or fewer weeks' gestation that do not meet medical necessity, per its contract with the HCA. Our shared mission gives babies the strongest start possible in life. For free member educational materials, please contact your Provider Relationship Management representative.

## Billing for newborns

Wellpoint processes all claims under the member's Wellpoint ID. Ensure all claims, including correct ID will result in claim denials.

### Wellpoint's newborn claim processing guidelines:

Washington State law RCW 48.43. 115(3)(f), known as the Erin Act, requires that health plan's that provide maternity benefits must provide comparable coverage, at no additional charge, for an insured mother's newborn for up to three weeks (21 days) even if there are separate hospital admissions.

### Wellpoint process to comply with this RCW is as follows:

Upon receipt of the first newborn claim, Wellpoint will determine if the HealthCare Authority (HCA) has issued the newborn a member ID. If the HCA has issued the newborn a member ID, Wellpoint will require the newborn's ID on claims and will process the claims under that ID. Wellpoint does not process newborn claims under the mother's ID. Therefore, if the HCA has not yet issued an ID to the newborn, Wellpoint will create a temporary ID to facilitate the processing of the newborn's claims. To have a temporary ID created, submit the claim with the mother's Wellpoint ID, the newborn's first name, last name, and date of birth. This temporary ID will remain in place until we receive updated eligibility from the HCA.



## State services

### Department of Health (DOH)

The DOH provides information and links to information about avoiding pregnancy, planning for pregnancy, managing pregnancy, and post-pregnancy.

### First Steps program

This program helps low-income pregnant women get additional health and social services they may need and covers a variety of services for pregnant women and their infants. Services are available as soon as a woman knows that she is pregnant and is covered by Apple Health. First Steps services include medical and family planning services, infant case management, childbirth education, drug and alcohol, and other services.

### Maternity support services (part of First Steps)

Some of the services provided are pregnancy and parenting information, screening for possible pregnancy risk factors, brief solution-based counseling

for identified risk factors and referral to community resources. We encourage providers to refer all pregnant women to this free service.

### Nurse family partnership

First-time moms may be eligible for no-cost hands-on local support in managing their pregnancy and until the baby turns 2 years old.

ParentHealth123 Resource Finder At this site, families can find a very broad range of no-cost and low-cost resources from family planning to raising families on a limited income. Resources are plentiful including childcare, baby supplies, crisis phone lines, food and meal programs, childcare resources, parenting education, legal assistance, resources for children with special healthcare needs, and much more.

### WIC

Eligible women can find resources here for nutritional education, financial assistance for food (including infant formula and baby foods), health screenings and referrals, breastfeeding support.



## Contacts

### State contacts

Department of Health:

- <http://www.doh.wa.gov/YouandYourFamily/WomensHealth/Pregnancy>

First Steps:

- **800-322-2588** (within reach enrollment assistance)
- <https://www.hca.wa.gov/health-care-services-supports/apple-health-medicaid-coverage/first-steps-maternity-and-infant-care>

Nurse Practitioner partnership:

- <https://www.nursefamilypartnership.org/locations/washington/>

Quit for Life smoking cessation:

- **866-QUIT-4-LIFE (866-784-8454)**
- <https://www.quitnow.net>

Resourcefinder:

- **800-322-2588 (Family Health Helpline),**
- <https://resources.parenthelp123.org/>

WIC:

- <http://www.fns.usda.gov/wic/women-infants-and-children-wic>

### Wellpoint contacts

National Call Center for Provider services, prior authorizations, claims, general questions:

- **800-454-3730**

Maternity Case management:

- **800-454-3730**

Nurse advice line for members  
(24-hour/7 days a week):

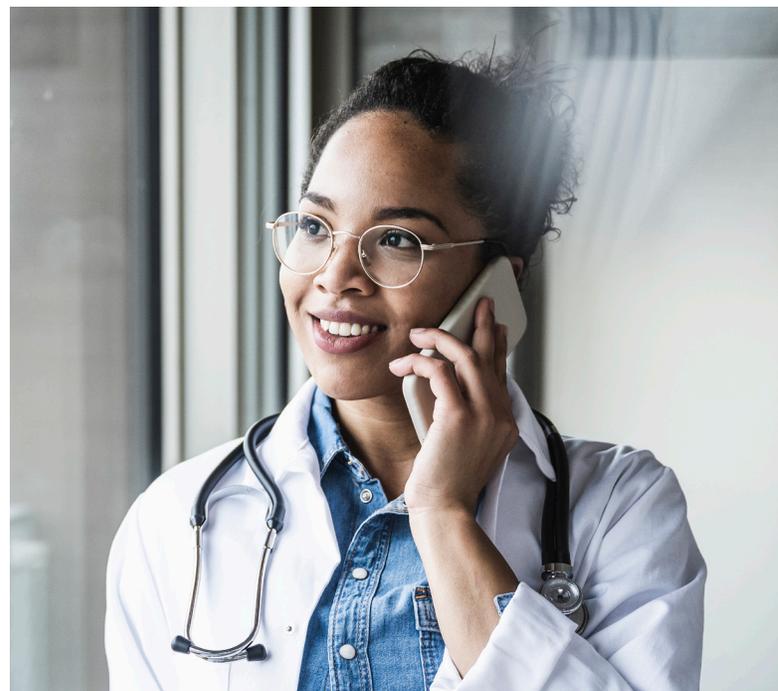
- **866-864-2544**

### Electronic resource materials available to providers for members:

Providers can access [wellpoint.com/wa/medicaid](http://wellpoint.com/wa/medicaid) under Health A to Z (Healthwise) for a knowledge base of topics regarding prenatal and postnatal care.

#### Topics include:

- Breastfeeding.
- HIV and Pregnancy.
- Postpartum care.
- Postpartum depression.
- High blood pressure during pregnancy.
- Pregnancy second trimester.
- Pregnancy third trimester.
- Pregnancy and diabetes.
- Alcohol or drug use during pregnancy.
- Prenatal care.
- Preterm labor.
- Respiratory syncytial virus infection.



Learn more about Wellpoint programs  
[provider.wellpoint.com/wa/](https://provider.wellpoint.com/wa/)

