

IN THIS ISSUE

ADMINISTRATION

- ▶ [Come Take a Look!](#)
- ▶ [Member Satisfaction](#)
- ▶ [Utilization Review Criteria Update](#)
- ▶ [Medical Director Availability After an Adverse Determination](#)
- ▶ [EmblemHealth Neighborhood Care Success Stories](#)
- ▶ [EmblemHealth Introduces National Diabetes Prevention Program](#)
- ▶ [Appointment Availability and Access Surveys](#)
- ▶ [Claims Corner](#)
 - [Submit Claims with Accurate Pay To Information](#)
 - [CareCore Manages Accreditation and Privileging for SRPP](#)
 - [Changes to Look Back Period for Medicare](#)
- ▶ [Behind the Scenes](#)

CLINICAL

- ▶ [Help Your Patients Understand](#)
- ▶ [Member Rights and Responsibilities](#)
- ▶ [Correctly Coding HIV Care](#)
- ▶ [Healthy Beginnings PATH Updates](#)
- ▶ [Healthy Discounts for Members](#)
- ▶ [EmblemHealth Resources for Managing Your Patients With HIV/AIDS](#)
- ▶ [Brochure for Teens Now Available!](#)
- ▶ [Low Dose Aspirin Therapy](#)
- ▶ [Managing and Treating LDL Levels](#)
- ▶ [Dental Hygiene Is Important](#)
- ▶ [Clinical Corner](#)
- ▶ [News&Notes Archive](#)

UPDATE DIRECTORY INFORMATION ▶

Healthy Beginnings PATH Updates

EmblemHealth's [Healthy Beginnings PATH Program](#) wants to support your efforts to get pregnant women to keep their scheduled prenatal and postpartum care visits. Since January 1, 2013, Healthy Beginnings PATH has instituted new incentives for our pregnant members and new moms. The incentives focus on continuing prenatal and postpartum care visits and obtaining a postpartum depression screening.



- When they enroll in Healthy Beginnings PATH, pregnant Medicaid and Family Health Plus members receive a \$25 Toys "R" Us gift card for completing their first health risk assessment.
- Pregnant Medicaid, Family Health Plus and commercial members will receive a \$50 Toys "R" Us gift card for attending their scheduled prenatal and postpartum visits. The program staff will also educate and assist members to keep their appointments. Your patients may ask you to date and sign their gift forms at each visit to qualify them for these incentives.
- New moms will receive an EmblemHealth onesie for their baby when they complete and return their [Edinburgh Postpartum Depression Self-Survey](#). They are also advised to contact you if their score is 10 or greater.

Text4baby

Healthy Beginning offers the text4baby program to enrolled members. [Text4baby](#), a free service of the National Healthy Mothers, Healthy Babies Coalition, sends three free text messages each week with health and safety information to pregnant women and moms with babies under age one. Independent research demonstrates that text4baby increases users' health knowledge, facilitates interactions with their doctors, and improves appointment and immunization adherence. Users are also three times more likely to feel prepared for motherhood than non-text4baby users.

Watch the [video](#) that explains the program and the [Web site](#) for more information and resources.

Getting Help

If you need assistance with getting an EmblemHealth patient to keep her prenatal appointments, please refer her to Healthy Beginnings PATH Case Management by calling **1-888-447-0337**. We will be happy to reach out to her and help her find a way to schedule and keep her appointments with you. Members can join Healthy Beginnings PATH by calling **1-877-736-2229**.