



SBHCs + GRADS = Better Health

Healthcare Support for Parenting Teens

SBHCs and NM-GRADS

Special Insurance Rewards Programs for Expectant and New Parents

The following information describes the special insurance plan rewards programs that expectant and new parents may want to know about and use. The programs often change, but the included table describes the care and rewards available from each Medicaid insurance provider in New Mexico at the time of this document's creation.

Prenatal Care Visits = Rewards

Most insurance plans, whether Medicaid or private, offer some rewards for expectant mothers who participate in the recommended number and type of prenatal visits to their health care provider. For NM Medicaid insurance plans, this applies to all members/patients. For private insurance, these rewards are usually for women with some health risk. Women should contact their health insurance provider as soon as they know they are pregnant to ask about these rewards and to sign up if they are interested. Individual healthcare providers may or may not know the details of these rewards. Teen Moms on Medicaid are entitled to a care coordinator, which is a nurse or health educator that can help them access and utilize health care. These individuals also can help patients learn about the rewards programs. The following are some general types of rewards that exemplify what some programs provide:

- First prenatal visit at 13 weeks or before: gift card to Old Navy, where maternity clothes are available.
- Completing recommended number of prenatal visits by 24 weeks: free toy for infant.
- Completing recommended number of prenatal visits by 32 weeks: free board book for baby and baby teething toy.
- Completing final prenatal visits during last 4 weeks of pregnancy: free nursing pillow.

Prenatal Education Programs = Rewards

Many insurance plans offer birthing classes, child care basics classes and online tutorials about these topics; rewards are often tied to the completion of these classes by one or more parents. These classes are helpful by themselves, particularly for first time parents, and the rewards can be a nice bonus. The following are some general types of rewards that exemplify what some programs provide:

- Childbirthing class completion: gift card for store that carries baby items.
- Breastfeeding class completion: free nursing pillow.
- Online tutorial and quiz about child care completion: free gift card for store that carries baby items.
- Child care basics class completion: free case of diapers.

For more information on this and other NMASBHC Best Practice and Tip Sheets related to healthcare for expectant and parenting teens, please visit NMASBHC's website at www.nmasbhc.org or contact NMASBHC at (505) 404-8059. Please note that the contents of these tip sheets are general and not a replacement for information from the insurance companies or healthcare providers.

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New Infant Wellness Visits = Rewards

Many insurance plans offer rewards when you take your new baby in for the recommended doctor visits in the first year of their life. These visits are usually brief physical exams of the babies to make sure they are developing in a health way. They are also a good time for new parents to get answers to any questions about their baby's health. Often, the visits can include the recommended vaccinations/shots (see below). The following are some general types of rewards that exemplify what some programs provide:

- First infant check-up: free diapers.
- Three month old check-up: free gift card for store that carries baby items.
- Six-month old check up: free baby board book.
- Nine-month old check-up: free baby dish and spoon.
- One year-old check up: free toddler car seat.

New Infant Vaccinations = Rewards

Many insurance plans offer rewards when parents take their new babies to the doctor to get the recommended vaccinations/shot/immunizations. The following are some general types of rewards that exemplify what some insurance programs may provide:

- Two month vaccinations: free gift card for store that carries baby items.
- Four month vaccinations: free case of diapers.
- Six month vaccinations: free gift card for store that carries baby items.
- Twelve-fifteen month vaccinations: free toddler car seat.

NOTE: Please note that these programs require enrollment, may require online or telephone participation, and often change their rewards gifts over time. Please contact your insurance plan or care coordinator for specific instructions about how to sign up.

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Presbyterian—Centennial Care—Baby Benefits Prenatal Program

This free program for Presbyterian Centennial Care members offers tools to help with the care during pregnancy and after the baby is born. The program includes an educational component with information for expectant parents on: pregnancy, labor and birth, baby and toddler development. It also includes care coordination for high-risk pregnancies, a nurse advice line for help any time of day or night, transportation services to and from your doctor visits and help with making your doctor appointments. By enrolling in the program, you can get up to \$125 in gift cards to Wal-Mart by going to your regular doctor’s visits before and after pregnancy. When you participate in Presbyterian Baby Benefits, you can also earn up to \$100 (or 1000 points) through Centennial Rewards. Here’s how you can earn rewards:

Visit Type	Visit Time Frame	Incentive
First prenatal visit	By 13th week of pregnancy	\$25 Gift Card for healthy items
10 other prenatal visits	Between weeks 4 and 36 of pregnancy	Choice of car seat, stroller, or travel crib up to \$75
Postpartum visit	Between 21 and 56 days after baby’s birth	\$50 Gift Card for newborn care items

UnitedHealthcare—Centennial Care—Baby Blocks Program

This free program for UnitedHealthcare Centennial Care members reminds and rewards members for attending appointments during their pregnancy and into the first 15 months of their baby’s life. Each incentive is offered at eight different milestones between enrollment in the program and the baby’s 15-month birthday. Members sign up for Baby Blocks through an interactive website and are invited back throughout their pregnancy (www.uhcbabyblocks.com). Here’s how you can earn rewards:

Visit/Event Type	Incentive
Enrollment	\$20 Old Navy Gift Card or Diaper Bag
24 week prenatal	One Teething Rattle or Nursing Cover
32 week prenatal	Colorful Learning Toy or First Aid Kit
Birth reward	Color Changing Bath Ducks or Thermometer
Postpartum reward	\$30 Old Navy Gift Card or Baby Blocks
6 month well child visit	Feeding Set or Dental Care Kit
Lead test reward	Home Safety Kit or Baby Board Book
15 month well child visit	Parent Spa Kit or Baby Rubber Puzzle



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ALLIANCE FOR
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Molina—Centennial Care—Motherhood Matters Program

This free program for Molina Centennial Care members offers the education and services needed for a healthy pregnancy. Members who enroll will be mailed a workbook and other resources. Members are able to talk with a Care Manager about any questions they may have during pregnancy. The program modules help moms learn ways to stay healthy during and after pregnancy. To enroll, members should call the Health Education Department at Health Education Department at (866) 472-9483. Here’s how you can earn rewards:

Visit/Event Type	Visit Time Frame	Incentive
Completion of Maternity	n/a	1000 Centennial Care
Enrollment in Motherhood Matters Program	Before 35th week of pregnancy	Infant Car Seat
Postpartum visit	Within 3– 8 weeks of baby’s delivery	Convertible Car Seat

Blue Cross Blue Shield—Centennial Care—Special Beginnings Program

This free program for Blue Cross Blue Shield of New Mexico Centennial Care members is aimed at helping pregnant members to better understand and manage their pregnancy and help achieve good health for themselves and their babies. Services include educational materials, access to a 24-hour nurse advice line, calls from a care coordinator through the sixth week of a baby’s life, and access to a website with tools like a pregnancy calendar. To enroll, members should call 1-888-421-7781. Here’s how you can earn rewards:

Visit/Event Type	Incentive
First prenatal visit during first twelve weeks and eight additional prenatal visits	Free car seat
Enroll in Special Beginnings and participate in Safe Sleep education	Free pack and play/portable crib

Note: Centennial Care Rewards Information

For information about the entire Centennial Care Rewards program, including how to spend your point, visit: <https://www.centennialrewards.com/landing/>. There are instruction about ordering a card to shop at a store, how to use points to shop by phone or online, and what types of baby products are available.