

Bright Start[®] Maternity Program

What is Bright Start?

Bright Start is a maternity program designed to help expectant members and new parents improve health outcomes for themselves and their babies.

We have a dedicated team of Bright Start associates who can help address the needs of our members. The Bright Start team will reach out to members based on specific risk factors, which are identified through a process that considers social determinants of health needs, social vulnerability risk factors, and member and provider assessments.

This process helps us identify members at higher risk for preterm delivery, physical and behavioral health issues, or other factors that may impact the health of the member or baby. Partnering with providers is key to this program's success and we are eager to work with our providers to help expectant parents and their babies get the care they need.

Goals

Our goal is for our members to have a healthy pregnancy and give birth to healthy newborns. Providers play an important role in Blue Cross Complete's Bright Start program and can help us accomplish our goal of improving the health and wellness of our pregnant members and their babies. Through Bright Start, we can:

- Help detect pregnancies early on.
- Help members get access to prenatal care and postpartum care, and help address Postpartum Depression.
- Encourage healthy behaviors, like having a healthy diet and taking the appropriate prenatal vitamins.
- Help with social determinant of health needs like access to food.
- Educate expectant members on infant care.
- Identify and help control risk factors.

How our providers can identify members eligible for Bright Start

Blue Cross Complete members can join Bright Start for free. To join, they can call customer service at [1-888-288-1722](tel:1-888-288-1722) and select option 2. We're available from 8 a.m. to 4:30 p.m. Monday through Friday. TTY users, call [1-888-987-5832](tel:1-888-987-5832) or log in to the Blue Cross Complete online account for access to personal health history and a list of current medicines by visiting mibluccrosscomplete.com.

More information about Bright Start

What members can expect when they enroll in Bright Start

Bright Start program members will receive education and tools on:

- Healthy behaviors, as well as prevention measures during pregnancy.
- Improving maternal health outcomes by identifying any increased risks early in the pregnancy and taking necessary steps to help reduce preterm births and impact mortality.
- Rewards for completing health care visits that help meet HEDIS standards.
- Receiving immediate access to social support resources to assist with food, housing, and safety needs.
- Important things to do before leaving the hospital.

The earlier expectant members enroll in our Bright Start program, the sooner we can provide them with the care coordination and support they may need.

Resources to share with members

Providers can help members access these resources to help ensure they get the most out of the Bright Start Program.

- Member benefits
 - Breast pumps for new parents. Providers should inform their patients about breast pump availability.
 - Nutrition is an important part of having a healthy pregnancy, so we allow two meals per day for 28 days for high-risk members during pregnancy, or members with a chronic condition. Members can contact their Bright Start maternity program at [1-888-288-1722](tel:1-888-288-1722) and select option 2 to see if they are eligible for this program. We're available from 8 a.m. to 4:30 p.m. Monday through Friday. TTY users, call [1-888-987-5832](tel:1-888-987-5832).
- [Member incentives](#)
- [Keys to Your Care® texting program](#)

Bright Start guide

The [Bright Start guide](#) is filled with important information for pregnant members and new parents. You can use reference this while working with your patients who are pregnant or are new parents. Inside the guide, you'll find information on:

- Prenatal and postpartum care

- Vaccines that can help protect your patients and their baby from illnesses like the flu and whooping cough
- Tips to stay healthy, including how to keep your patient's teeth healthy
- Safe and healthy habits, like using medicine safely and quitting smoking
- What to do after your patient's baby is born

Provider resources:

- [How to submit and complete important forms](#)
- Blue Cross Complete Provider Manual: More information about Bright Start can be found in the plan's provider manual.

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Complete and submit important forms

Learn more about how to use [NaviNet](#).

Forms can be submitted electronically through our [NaviNet Provider Portal](#). Completed forms can also be faxed to 1-855-306-9762.

- Notification of Pregnancy Form (PDF): In the [NaviNet Provider Portal](#), providers will navigate to the Workflows menu on the top left-hand menu to access the Notification of Pregnancy Submission link.
 - Completing this form helps the Bright Start care management team best assist members who are expecting. Providers should complete and submit this form as early as possible in the expectant member's pregnancy.

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