

Virginia Department of Medical Assistance Services (DMAS) - Involvement with Text4Baby



Background on Text4Baby

- Launched in February 2010
- Initiative of the National Healthy Mothers Healthy Babies Coalition in collaboration with the White House, US Department of Health, CTIA Wireless Foundation, and other public and private partners
- A national free mobile phone information service providing timely health information to pregnant women and new mothers during pregnancy and through a baby's first year.
- Virginia, through the Department of Health, was the only state in the country to pilot Text4Baby and served as the model for the nation.
- Women sign up for the service by texting BABY to 511411 (or BEBE for Spanish) to receive three free SMS text messages each week timed to their due date or baby's date of birth. May also enroll via website at <http://www.text4baby.com>

Virginia Implementation Team

- Members of the Health Commissioner's Workgroup on Infant Mortality and other key Maternal Child Health partners
 - INOVA and Sentara Norfolk Health System
 - Healthy Start Programs and WIC
 - Virginia Sections of American Congress of Obstetrics and Gynecology (ACOG), American Academy of Pediatrics (AAP), Association of Women's Health Obstetric and Neonatal Nurses (AWHONN)
 - Department of Medical Assistance Services – Maternal and Child Health Division

Virginia Outreach Plan

Inova Health System - email information to all obstetrical providers working in the Inova Health System

Sentara - promote and participate in the project through the hospital obstetrical staff and outreach to patients; participate in the beta testing.

WIC - promote the project to participants in clinics and display promotional material

Virginia Chapter, AAP – email information to all members.

Virginia Section, ACOG – email information to all of members (> 880);

Virginia Section, AWHONN – email information (>800); announced at the statewide meeting and conference in 2009

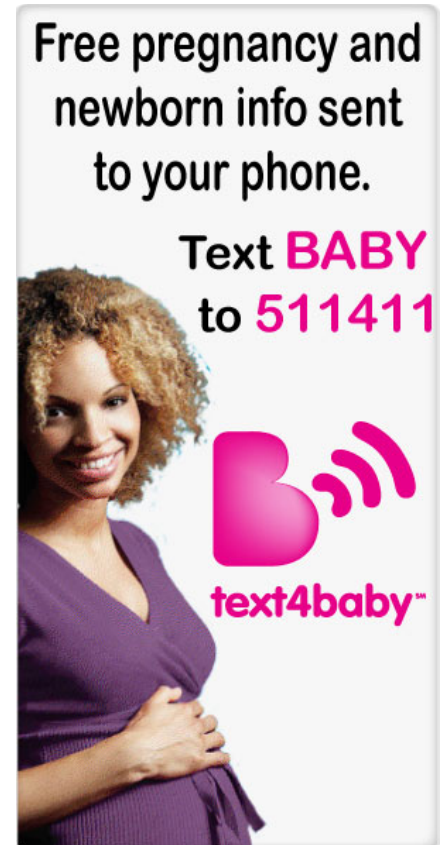
Richmond City Healthy Start Initiative – distribute promotional materials to all clients; brief the Executive Committee regarding project; participate in the beta testing

Virginia Healthy Start Initiative/Loving Steps – distribute promotional materials to all clients in the three sites of Norfolk, Petersburg, and Westmoreland County; will provide briefing to staff at next quarterly meeting in October; participate in the beta testing

Department of Medical Assistance Services/Medicaid and CHIP – combined outreach efforts for Medicaid and FAMIS MOMS (Virginia's CHIP program for pregnant women) in both fee for service and Managed Care.

Virginia Medicaid/CHIP Involvement

- Text4Baby logos, banners and links added to the DMAS and FAMIS websites
- Materials
 - Include in letters sent to all pregnant women including Medicaid and FAMIS MOMS (CHIP for pregnant woman)
 - Materials made available to both eligibility entry points (local Department of Social Services and FAMIS Central Processing Unit)
 - Text4Baby Business Card sent to FAMIS MOMS at enrollment
- Training
 - Training conducted early on at eligibility entry points
 - BabyCare Provider training
- Promotional articles in the Managed Care Case manager's provider electronic newsletters
- Promotion to partners through presentations



5,000 women...and counting

Congratulations Virginia! That's how many pregnant women and new moms have signed up to receive FREE text messages from **Text4Baby** since the program began in February 2010.

Virginia currently has the 5th largest enrollment in the nation and while that's reason for celebrating, let's keep the momentum going. Please share this with your community partners and advocates to remind them to spread the word so that every expectant and new mom can learn what she needs to know to have a health pregnancy and a healthy baby.

Text4Baby is an initiative of the National Healthy Mothers, Healthy Babies Coalition in partnership with the Virginia Department of Health, Department of Medical Assistance Services, managed care organizations, and community and private partners.



Women sign up for the service by texting **BABY** to **511411** (or BEBE for Spanish) and receive three FREE text messages each week prior to their due date and during their baby's first year of life.

re information.



Virginia Medicaid/CHIP Managed Care Outreach

- Included information in prenatal mailings
- Included information when making home visits to pregnant members
- Added information to website
- Included a Text4baby article in member newsletters
- Trained customer service reps to talk to pregnant women about how to enroll

Sample Text Messages

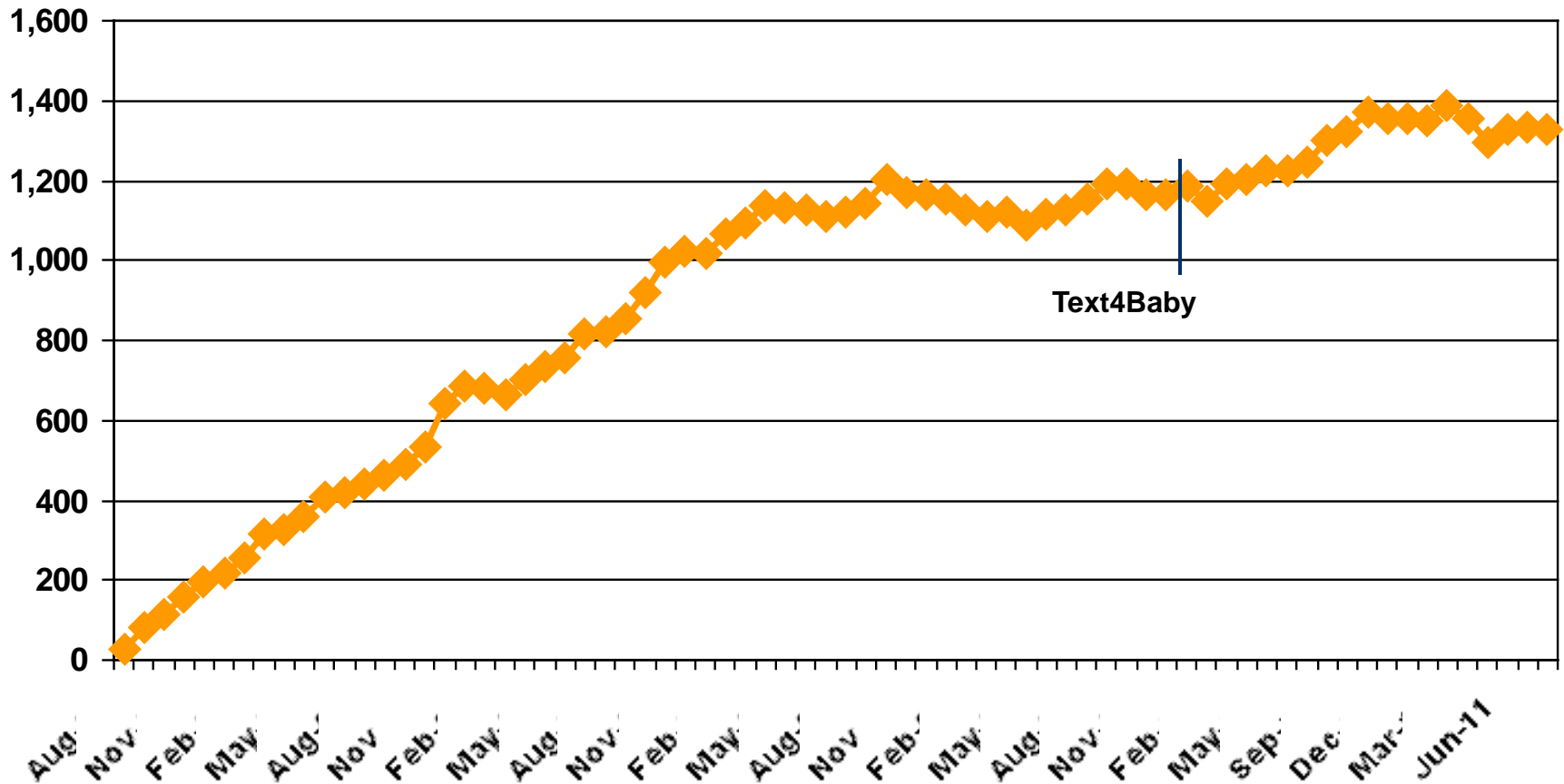
- Congratulations, you're going to be a Mom! Text4baby wishes you a happy & healthy pregnancy. Thanks for including us in this special time. Included information when making home visits to pregnant members
- Folic acid prevents some serious birth defects of the baby's brain & spine. Take a vitamin each day with 400 mcg of folic acid.
- Your baby needs calcium for her growing bones. Try to drink or eat foods like vitamin D milk, cheese, yogurt & calcium enriched orange juice.
- If your last baby was born preterm (before 37 weeks), talk to your doctor now about possible treatments to help you get to 9 months.
- Diabetes can happen for the 1st time in pregnancy. You will be tested at 24-28 weeks. If you have it, you & your Dr. will make a plan to control it.

How Text4Baby connects to CHIP and Medicaid

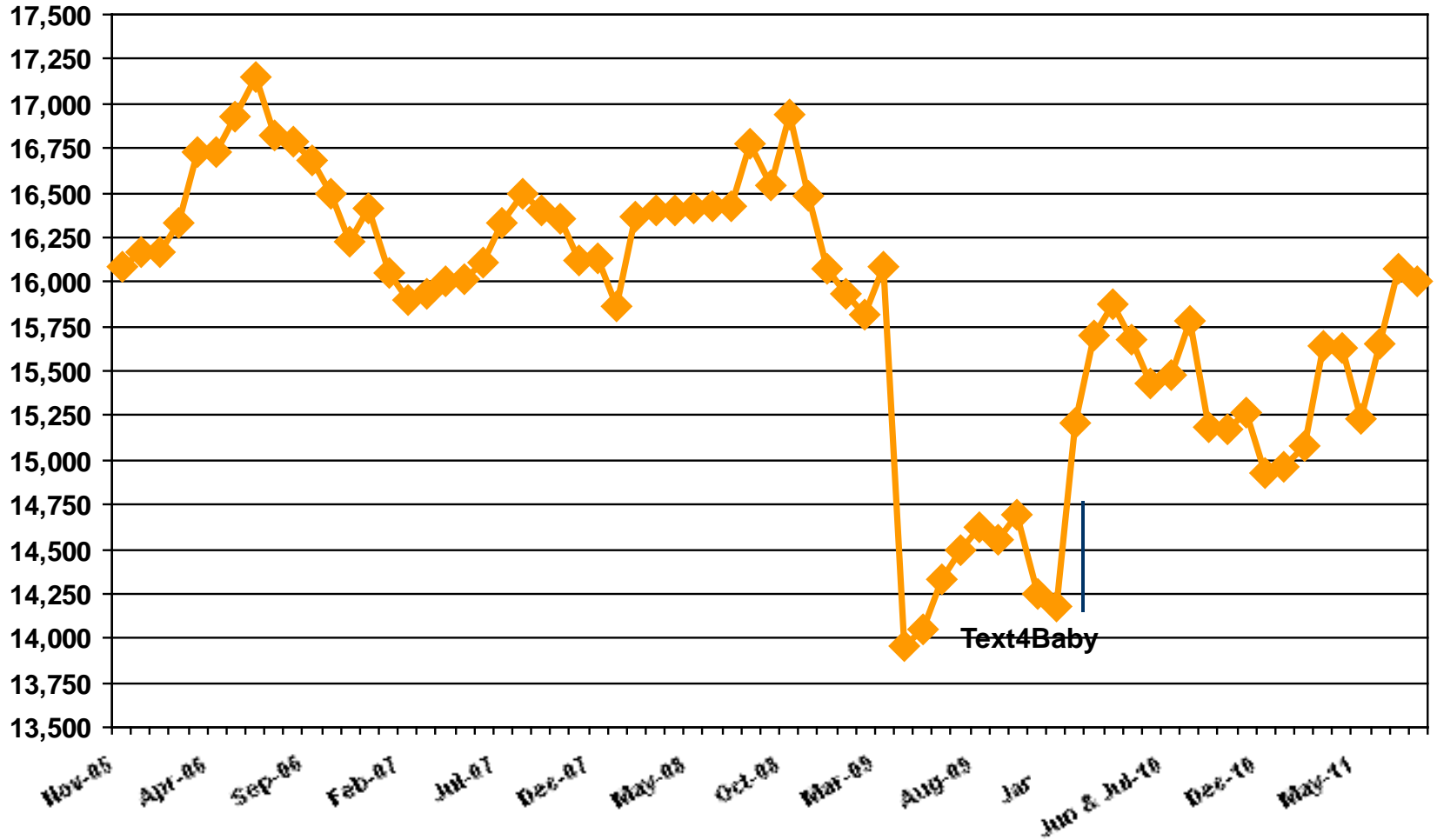
The sample messages below connect to the national 311 Baby Hotline where women can connect with their state hotlines to get assistance.

- "Even if U feel great, a pregnant woman needs checkups with a Dr./midwife. To find care, call your health plan. For help with costs, call 800-311-2229."
- You're not alone. If you need help, call 1-800-311-BABY for free or low-cost health care & your local WIC program.

Monthly Net Enrollment in Virginia's FAMIS MOMS (CHIP)

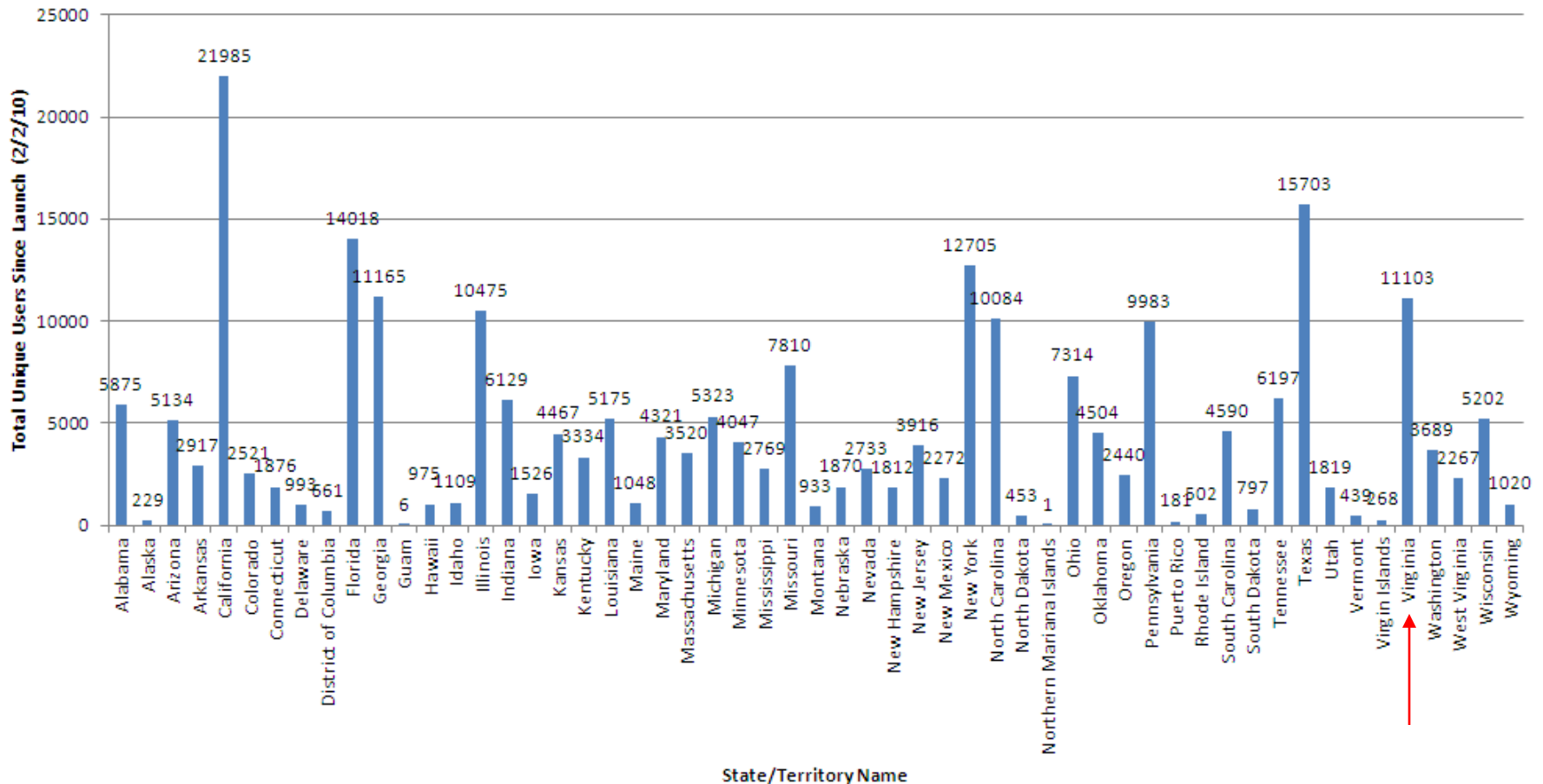


Virginia's Monthly Net Enrollment of Pregnant Women in Medicaid



Current enrollment in Text4Baby Program

Total Unique Users Since Launch (2/2/10) by State/Territory
October 25, 2011



Recent Advancements in Virginia

- Electronic signature and verification of documents for online applications and renewals
- Telephonic signatures for phone applications
- Have begun to collect email addresses and ask applicants if they would like to be contacted by email
- Launching FAMIS on Facebook on November 7th to coincide with Teen Health Week



Get Started

Wall

Hidden Posts

Info

Photos

EDIT

About [Edit](#)

FAMIS is Virginia's program that helps families provide health insurance to...

More

0

like this

Get Updates via RSS

Share

This page has not been published. [Learn about unpublished pages](#) and [publish this page](#) when you are ready.

FAMIS

Government Organization · [Edit Info](#)

[Edit Page](#)



Wall

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...



FAMIS

Teen Health Week!



Family Access to Medical Insurance Security

www.famis.org

Many teens don't think about this question...until they have a medical problem or need emergency medical care. A single trip to the ER can end up costing thousands of dollars so it's important to know whether you have health insurance or not before you need medical help.

79 Impressions · 0% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 20 at 4:08pm



FAMIS

Welcome to the FAMIS Facebook Page!

86 Impressions · 0% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 20 at 3:52pm

RECENT ACTIVITY

- FAMIS edited their About and Mission.
- FAMIS edited their Mission and General Information.
- FAMIS edited their Description and About.

RECENT ACTIVITY

Admins (1) [\[?\]](#)

[See All](#)



Sponsored

[See All](#)

Say Yes to Grace



Where do you see grace?

[Like](#) · 17,961 people like this.

Must See Condo Closeout!



The Rocketts Landing Cedar Works closeout is here. At just \$179,900 and as little as 3.5% down, you can't afford not to buy one!

The Real Costs



At Brent Spence bridge, President Obama says the time for gridlock is over. What project means gridlock for you? Share!

[Like](#) · 3,675 people like this.

Long Term Care Insurance

freeltcquotes.com



Think about this. Nearly 2/3s of people over 65 will need care at home or a facility & it may not be covered by your health insurance.

Recently Updated Text4Baby on FAMIS website

The screenshot shows a Windows Internet Explorer browser window displaying the FAMIS website. The browser's address bar shows a URL with a language parameter set to English. The website header features the FAMIS logo, which depicts two stylized figures holding hands under a sun, with the text 'FAMIS' below it. To the right of the logo, the main heading reads 'Covering Children and Pregnant Women with Affordable Health Insurance', followed by the subtitle 'A Service of the Commonwealth of Virginia'. A navigation menu below the header includes links for Home, Our Programs, Applying/Renewing, Health Plans, Staying Healthy, Teen Page, Links, FAQ, and Español.

The main content area is divided into two columns. The left column has a 'Welcome to FAMIS' heading and a paragraph of introductory text. The right column features a 'Text4Baby' promotion with a large image of a woman holding a mobile phone. The promotion text says 'Sign up to get FREE text messages every week while you are pregnant and for your baby's first year'. Below the image is the 'text4baby' logo and a 'Text4Baby' heading with a link to learn more.

At the bottom of the page, there are four service tiles: 'Member Services', 'Renew Online', 'Apply Online', and 'Partners & Professionals'. Each tile includes a small icon and a photograph of people using the service. The footer contains links for 'Site Map' and 'Privacy Statement'.

Questions?