



iowa total careTM



Start Smart for Baby

Member Town Hall

2/6/2025

Please mute yourself and we will begin shortly. Thank you.

Start Smart for Your Baby (SSFB)

- ❑ Community Resources
- ❑ Breastfeeding Support
- ❑ Professional Medical Staff
- ❑ Web- Site Tour:
 - Prepare Yourself for Successful Pregnancy
 - Thriving with Your Baby at Home

The Best Start for Your Baby

We have a program for pregnant and new moms. It is called Start Smart for Your Baby®. It is designed to customize the support and care you need for a healthy pregnancy and baby. It is already part of your benefits and won't cost you a thing.



A Program To Meet Your Needs

We provide the following:

- **Information about pregnancy and newborn care.**
- **Community resources** to help you get the things you need during your pregnancy and after your baby is born. This includes food, cribs, housing and clothing.
- **Breastfeeding support** and resources.
- **Professional medical staff** who work with you and your doctor and nurses if you have a more difficult pregnancy.
- **Resources if you are feeling down** during or after your pregnancy.
- Methods to help you **quit smoking, alcohol or drugs.**



"I really appreciated the program. I was happy to know I had help when I needed it."

NICOLE R.
Mom-to-be

Get Started

- 🩺 **Go to your doctor as soon as you think you are pregnant.**
Call us if you need help finding a doctor.
- 📄 **Let us know about your pregnancy.**
Fill out your pregnancy form so we can personalize the ways we can help you.
There are three easy ways
 - **Mail in the printed form.**
 - **Call us.**
 - **Go online.** Log in to your online member account.
- 💰 **myhealthpays™ rewards for your pregnancy form!**

Earn up to \$60 in rewards! Complete a Notification of Pregnancy form and attend a prenatal appointment with a provider within your first trimester.

Visit IowaTotalCare.com for more information or call **1-833-404-1061** (TTY: 711).



Start Smart for Your Baby (SSFB) – Car Seat Value Add

As a part of our value-added services, Iowa Total Care offers a car seat or booster seat to pregnant members.

To be eligible, members must:

- Have a completed notification of pregnancy form on file
- Visit their doctor while in the first trimester or within 42 days of enrollment in Iowa Medicaid
- Be engaged with Smart Start for Baby until 36 weeks of pregnancy
- Be an Iowa Total Care member at the time the care seat is ordered

Start Smart for Your Baby (SSFB) – My Health Pays

START EARNING TODAY!

- \$30** For Completing Initial Health Risk Screening. **Must complete within 90 days of initial enrollment.**
- \$30** Annual Health Risk Screening. **Must complete yearly after being an Iowa Total Care member for 9 months.** Once per enrollment year.
- \$20** Notification of Pregnancy Form. **Must complete within first trimester.**
- \$15** Notification of Pregnancy Form. **Must complete within second trimester.**
- \$40** First Trimester Prenatal Visit. **Must complete appointment with a provider within first 12 weeks of pregnancy.**
- \$20** Postpartum Doctor Visit. **1–12 weeks after delivery.**
- \$20** Annual Breast Cancer Screening. **Females ages 40–74.** Once per calendar year.
- \$15** Diabetes Care HbA1c Test. **Ages 18–75 with diagnoses of diabetes.** May earn 2 times per calendar year.
- \$15** Diabetes Care Retinopathy Screening/ Dilated Eye Exam. **Ages 18–75 with diagnoses of diabetes.** Must be completed with eye doctor. Once per calendar year.
- \$30** Tobacco Cessation Coaching. **Enroll with Iowa Quitline and complete all 5 coaching sessions.** Once per calendar year.
- \$30** Tobacco Cessation Quit Aid. **Must fill a prescription for one quit aid such as nicotine gum, lozenges or patches.** Once per calendar year.
- \$25** Stakeholder Advisory Board (SAB) Meeting. **SAB meetings are held four times per year/once per quarter with Iowa Total Care.** May earn reward four times per calendar year, by attending each meeting.
- \$20** Infant Well Care Visit. **Must complete all six visits with assigned Primary Care Provider (PCP).** 2-, 4-, 6-, 9-, 12- and 15-month infant well care visits.
- \$20** Early Child Well Care Visit. **Ages 15–30 months.** Must complete two visits with Primary Care Provider (PCP) during this age range to earn one reward.
- \$20** Annual Child Well Care Visit. **Ages 3–20.** Once per year.
- \$20** Annual Adult Well Care Visit. **Ages 21 and up.** Once per year.
- \$10** Annual Flu Vaccine. **Ages 18 and up.** Once per flu season. September-April.

For questions about rewards impacting Medicaid eligibility or client participation, please contact your Medicaid Income Maintenance Worker.

Questions?
