

# Wellpoint Iowa Value Added Benefits MAC

June 11, 2026



# Wellpoint Value Added Benefits Summary



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Portfolio supports maternal health, behavioral health, LTSS, nutrition and transportation

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Highest utilization benefits focus on food access, transportation and maternal health

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New benefits include Doula Services, Guardianship Support and GetConnected for Health

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Benefits address social determinants of health and improve member engagement



# Maternal Health

Maternal health investments continue to expand

• Benefit	Description	Utilization
Baby Essentials	Up to \$150 for baby items including car seats, cribs, diapers, safe sleep kits and monitors.	High
Doula Services	Up to five prenatal, birth support and postpartum doula visits.	NEW
Nursing Support Package	\$50 benefit for breastfeeding and infant nutrition supplies.	High



# Behavioral Health

Behavioral health tools provide scalable support resources

Benefit	Description	Utilization
Digital Mental Health Toolkit	Annual Calm app subscription with meditation and sleep resources.	Low
SUD Recovery Support	Digital CBT, peer groups, coaching and recovery tools.	Medium
Emotional Well-being Resources	Webinars, coaching and CBT-based resilience tools.	High
Sensory Products	Fidget tools, weighted blankets and sensory supports.	Low



 **Food &  
Nutrition**

Strong member  
demand for  
food security  
benefits

Benefit	Description	Utilization
Fresh Food Connect	Club membership, grocery delivery membership or grocery card.	High
Fresh Fruits & Veggies	Farm-fresh produce boxes delivered to member homes.	High
Home Delivered Family Meals	Meals for recently discharged members and family.	High
WW	13-week Weight Watchers membership vouchers.	Medium





## Transportation

Strong member demand for transportation benefits

Benefit	Description	Utilization
Transportation Options	Uber, gas cards, bus passes or oil changes.	High
Community Transportation	Up to 10 round-trip rides for community activities.	High



# LTSS & Independence

LTSS benefits  
support  
independence  
and community  
integration

Benefit	Description	Utilization
Assistive Devices	Wheelchair accessories and home assistive devices.	Low
Home Essentials	Support for independent living purchases.	Low
Personal Care & Hygiene	Access to hygiene and personal care products.	Medium
Community Reintegration Support	Up to \$2,500 for transition from facility to home.	Low
Guardianship Support	Up to \$750 toward guardianship expenses.	NEW



# Key Takeaways



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Strong member demand for transportation and food security benefits

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Maternal health investments continue to expand

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LTSS benefits support independence and community integration

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Behavioral health tools provide scalable support resources



# Thank You!

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