

2025 Kentucky Medicaid Maternal Health & Wellness Resource Guide

Are you pregnant? Have you recently given birth? Are you supporting someone who is pregnant or has recently given birth? Then this guide is for you! The purpose of this guide is to help Medicaid members, care coordinators, and community partners understand the maternal health services covered by Kentucky Medicaid.

Whether you're currently pregnant or navigating postpartum care, we've got you covered! Below, is a quick overview of the benefits, programs, and resources available to support your health and wellness during and after pregnancy. For more information, visit

<https://www.chfs.ky.gov/agencies/dms/member/pages/pregnantwomen.aspx>.

To receive the correct coverage and access to benefits, you must notify the Department of Community Based Services (DCBS) of your pregnancy. To report your pregnancy, contact DCBS at 1-855-306-8959.

Resources and services available to Medicaid members include:

- Free access to birth control and contraceptive options
- Regular check-ups during pregnancy (Prenatal visits)
- Imaging to monitor pregnancy (ultrasounds)
- Assistance with rides for non-emergency Medical Transportation to medical appointments. For more information, visit www.transportation.ky.gov/TransportationDelivery/Pages/Human-Services-Transportation.aspx
- Fully covered vaginal and c-section births
- Midwife-assisted births
- Breast feeding support, including one free breast pump per pregnancy
- Dental and Vision benefits
- Vaccines during pregnancy
- Programs to support weight management
- Medical Nutrition therapy
- Support with managing diabetes and gestational diabetes
- Screening, testing, and treatment for Sexually Transmitted Infections (STIs)
- Treatment for Substance Use Disorder (SUD)
- Medication to quit smoking
- HIV/AIDS care and medication
- Follow-up care after delivery (Postpartum visits)
- 12 Month Coverage- eligible for Medicaid benefits after birth.
- Mental health checks before and after birth
- Eligible for the Women's Infant and Children's (WIC) Special Supplemental Nutrition Program: For enrollment information visit www.chfs.ky.gov/agencies/doh/dmch/nsb/Pages/wic.aspx

Medicaid Managed Care Organization Maternal Health Resources

If you are enrolled with a managed care organization (MCO) you have access to additional services listed below. This table shows a side-by-side summary of the MCOs Maternal Health programs, services, and their related value-added benefits.

Program or Service	Aetna	Humana	Passport by Molina Healthcare	United Health Care	WellCare
MCO Contact Information	Call 1-855-300-5528 or visit https://www.aetnabetterhealth.com/kentucky/index.html	Call Go365 at 1-888-225-4669 or visit www.humana.com/Medicaid	Call 1-800-578-0603 or visit www.passporthealthplan.com	Call 1-866-293-1796 or visit www.uhccp.com/ky	Call 1-877-389-9457 or visit www.wellcare.ky.com
VAB rewards	Earn up to \$355 in gift cards for certain health screenings and visits.	Earn up to \$190 in gift cards for healthy activities. Access activities by using the Go365 Humana Healthy Horizons wellness program.	Earn gift card credits for healthy activities like Health Risk Assessments and preventive exams & more Plus: Heads of Household can earn a \$10 gift card credit for opting into email/text.	Earn gift cards for completing preventive screenings and wellness check-ups.	My Health Pays Earn healthy Rewards up to \$610 in gift cards, and a wide variety of merchandise for well visits and health screenings.
Maternal Care Program	Aetna Maternity Matters program help you on your motherhood journey! Complete activities to help improve the health of yourself and your baby and earn rewards via a reloadable card used for healthy foods, maternity supplies, and diapers at local and online stores.	Join Humana Beginning maternal care program to earn up to \$195 in maternity gift cards.	Earn up to \$150 in maternity gifts card credits for completing timely prenatal and postpartum visits.	Earn up to \$175 in gift cards for completing timely prenatal and postpartum visits and required assessments.	Join Baby Steps Maternal Health Program-a maternity health program to improve pregnancy and birth outcomes.
Prenatal Visit	Earn a \$25 Gift card for completing initial prenatal visit. Earn \$10 gift card for each additional prenatal visit completed (\$100 max)	Earn rewards to redeem for select gift cards.	Earn up to \$100 in gift card credits.	Earn up to \$35 in gift cards for program enrollment and completing a prenatal visit.	Complete 1st trimester visit + 2 more to earn baby items like a stroller, pack 'n play, car seat, or diapers.

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Postpartum Visits	Earn a \$25 gift card for completing postpartum visit 7-84 days after birth.	Earn \$25 for completing a postpartum visit within 7–84 days after delivery.	Earn a \$50 gift card credit.	Earn up to \$65 in gift cards, a case of diapers/wipes, and a choice of a car seat, pack n play or stroller for completing a postpartum visit within 7-84 days from delivery.	Earn rewards for select items by completing one postpartum visit 7 to 84 days after birth.
Maternal Health visits	Earn up to \$90 in gift cards to purchase a portable crib or car seat at 37 weeks for attending at least 7 prenatal visits.	Complete up to 10 prenatal visits and earn \$5 in rewards per visit, up to 10 visits, max \$50 per pregnancy.	N/A	Earn up to \$75 in gift cards for completing prenatal visits and assessments/goals through case management.	N/A
Women's Health	\$50 gift card for completing a Pap test ages 21-64.	N/A	Earn up to \$75 in gift card credits for Women's Health screenings.	N/A	N/A
Doulas	Aetna has partnered with Pacify to provide High risk pregnant members video, chat, and phone access to virtual doulas.	Doula provided five prenatal visits, birth support (Vaginal, VBAC or C/S) and 3 postpartum visits.	N/A	Five visits with a doula including in-person labor support at birthing location; phone or email support provided between visits.	N/A
Feeding Support	Pacify App- 24/7 virtual perinatal and infant feeding support.	Education for breastfeeding. Community hotlines and free clinics for lactation supports.	Provides nutrition and infant care education. Referrals to resources for breastfeeding support.	Support from Certified Lactation Educators.	Provides nutrition and infant care education. Referrals to resources for breastfeeding support.
Telehealth	24-Hour Nurse line 1-855-620-3924	24/7 Telehealth Access	24/7 Telehealth Access	24/7 Telehealth Access	24/7 Telehealth Access

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Well Child Benefits	\$25 gift card for completing 2 flu vaccines by second birthday. \$50 in gift cards for child well-care visits before 15 months. \$25 gift card for completing annual well child visit ages 2-21. \$25 gift card for completing HPV series by 13 th birthday.	Earn up to \$525 in rewards through Go365 Humana Healthy Horizons. Earn rewards for annual checkups, screenings, vaccines, and well-child visits for infants and children.	Earn up to \$80 gift card credits for well-child visits (birth–30 months). Earn up to \$190 in gift card credits for completion of recommended vaccine series by age 2. Earn up to \$100 in gift card credits for completing the HPV vaccine series for ages 9–13. Earn \$50 in gift card credits for annual dental exam.	\$25 gift card for completing well-child visit. \$25 gift card for completing all recommended vaccines before age 2. \$25 gift card for completing annual dental visit. \$25 gift card for completing all recommended vaccines before age 13 (including HPV series).	Earn rewards for select items for Infant dental visit between ages 1 and 2. Earn rewards for select items when your child completes five well-child visits by 12 months of age.
Phones	Smartphone with data, talk, and unlimited text through Lifeline Assistance Program.	Smartphone with data, talk & unlimited text.	Smartphone with unlimited talk, text, and data: Members 18 and older. Members 16-17 years old with special circumstances.	Unlimited text, 3,000 talk minutes and 4.5 GB data in the bring your own phone program or an option to purchase a low-cost smartphone.	Smartphone with Talk, Text, and Data.
Home Meal Plans	May qualify for home delivered meals after delivery.	Enroll in Humana Healthy Beginnings to receive 10 weeks of meals for high-risk pregnancies (e.g., diabetes, hypertension, preterm labor).	N/A	14 home delivered meals after delivery.	May qualify for home delivered meals after delivery.
Digital scale and blood pressure monitor	May qualify for Health tools like blood pressure cuffs.	May qualify for health tools like Digital scale and Blood pressure monitor.	Blood pressure cuff; other health tools available via gift card credits.	May qualify for health tools like a digital scale or blood pressure monitor.	May qualify for health tools like Blood pressure cuff and scale.
Diabetes	May qualify for at home programs and rewards for diabetic	Wellness App and earn up to \$50 in rewards.	Earn up to \$125 in gift card credits for Diabetic related health exams.	May Qualify for at-home programs and	May Qualify for at home programs.

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	related health exams.			home delivered meals.	
Transportation	Up to 10 round trips (60 miles each) per year for groceries, food pantries, interviews, interview attire, or community health services not otherwise covered.	May qualify for two Pilot programs: Granny's Birth Initiative and Doula Dash to provide transportation for Maternal Health related needs.	Limited no-cost rides available for children's preventive visits, immunizations, and more.	24 one-way trips for medical and community needs.	N/A
OTC	\$15 a month for health and hygiene items per household.	N/A	N/A	\$100 annually for healthy foods, health, and hygiene items.	Up to \$300 in health and hygiene items a year based on household size. Products shipped free.
Tobacco Cessation Benefits	Referral to Tobacco Cessation Program.	Coaching to help stop vaping or smoking. Earn up to \$50 in rewards.	Quit Tobacco program.	Smoking cessation program.	Smoking cessation program and earn \$25 gift card for completion.
Weight Management	Access the MyActiveHealth SM program and is a tool that makes it easy to take charge of your health through healthy lifestyle programs and healthy living tips.	Weight management coaching including a \$15 reward for completion of the program.	Membership to Weight Watchers for up to 13 weeks of digital program free for members 18 years and older.	Members 18+ with diabetes are eligible for a no-cost gym membership.	Free Weight Watchers six month membership, Free health coaching to help you lose weight or manage a health condition.
Mobile App	Manage your health on the go with the Aetna Better Health [®] mobile app. Access all the benefits of your Member Portal anytime, anywhere. 24/7 access to virtual companion app	24/7 Telehealth Access	24/7 Telehealth Access and Self-Care by Able To app- helps with stress and emotional well-being. Visit AbleTo.com/begin to learn more.	24/7 Telehealth Access and access to Self-Care app to help reduce anxiety and depression.	24/7 Telehealth Access

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Mental and Behavioral Health	Behavioral Health Hotline 1-888-604-6106. Pyx Health-Pregnant and postpartum members have access to Pyx health. Program support individuals who experience loneliness.	8Envue virtual care system-provides Behavioral Health including Perinatal Mood Disorders. 8MOMS MATR-community support for Maternal Substance use disorder.	N/A	Connect with a case manager for additional support and resources.	N/A
Health Related Social Needs	\$50 gift card for completing well-child visits, redeemable for 4-H, Scouts, Big Brothers Big Sisters, afterschool & team programs. Access to community resources and services. From food and housing to wellness and mental health support and more.	\$500 in housing for utilities, rent and more.	Supporting Healthy Moms and Babies follows eligible members and their babies through 12 weeks postpartum to address social determinants of health and healthcare needs to improve both delivery and newborn health outcomes.	Free Boys & Girls Club Membership After-school care support Free Boys & Girl Scouts Memberships. Instacart voucher for groceries with referral from care manager.	N/A
Miscellaneous	Period Promise provides \$20 a month for CVS period product benefit for women 15–55 in select regions. \$1,000 scholarship gift card for completing Aetna's GED & Job Skills program. Back to school assistance provides backpacks with school supplies for ages 5-18.	Free standard haircuts for Kids up to 18 years old.	One Stop Help Centers in Bowling Green, Covington, Hazard, Lexington, Louisville, and Owensboro - provide access to computers, free Wi-Fi, private telehealth rooms, and health education.	30 Acupuncture visits and access to music and equine therapy.	Food allergy program for infants. Internet services and hotspot in select rural areas.

N/A= Not applicable

NOTE: All MCO Value-Added Benefits program offerings and services are subject to change.
Contact the MCO directly for additional details and requirements.