

Keeping healthy with a high-risk pregnancy Concierge Care app for Medicaid members

Digital care navigation

- Our Concierge Care app* aims to address whole health needs through a fun, interactive solution for women who are at the highest risk of poor maternal and neonatal outcomes with a focus on reducing disparities in care.
- With this fun, easy to use program, members will receive information, tips, and tools to help them navigate their pregnancy and postpartum journey.
- Pregnant women with hypertension and/or diabetes will also receive appropriate remote monitoring devices and education to track their most vital measurements.
- Concierge Care program participants will also be able to connect with their Healthy Blue care navigator when it is most convenient for them, using the in-app chat function.

The future of care management is digital.

Case management today	Concierge Care
Outreach by phone to members for enrollment, onboarding, and engagement.	Digital tools to engage members as life happens, to deliver true Concierge Care.
Mailed care plans for members to adhere.	Dynamic, member-directed planning that provides greater insight and better continuity of care.
Engagement on a schedule and inbound calls for highest need members with limited information on health status.	Self-directed outreach and proactive engagement based on real-time health information for 360° support.

Together, we can help
these women thrive
as they transition into
parenthood!





Education

Personalized, week-by-week guide with videos, illustrations, and insights into the baby's growth



Specialized support

Convenient access to dedicated resources whenever patients need it



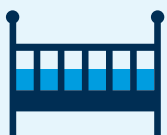
Remote monitoring

Equipment to monitor your patient's most vital symptoms — along with reminders for appointments, counting kicks, and more



Multi-body approach

Easy-to-use tools to manage stress, physical activity, and nutrition as well as connect your patients with others just like them



Parenthood prep

Dozens of resources for your patients to plan their delivery, tap into local resources, and get ready for parenthood

Two ways you can prescribe Concierge Care:

- **In person:** Give your patient one of our cards with a QR code they can scan with their smartphone for easy access to the program landing page where they can enroll. We've provided you with a supply.
- **By email:** If you are communicating with your patient by email, you can send them the following link to the program landing page where they can enroll: **<https://hrm.conciergecareprograms.com/>**

* Concierge Care is an independent company providing care management platform services on behalf of Healthy Blue.

Healthy Blue is a Medicaid product offered by Missouri Care, Inc., a MO HealthNet Managed Care health plan contracting with the Missouri Department of Social Services. Healthy Blue is administered statewide by Missouri Care, Inc. and administered in the Kansas City service region by Missouri Care, Inc. in cooperation with Blue Cross and Blue Shield of Kansas City. Missouri Care, Inc. and Blue Cross and Blue Shield of Kansas City are both independent licensees of the Blue Cross and Blue Shield Association.