



Network Notification

Date: July 16, 2014

Number: OH-P-2014-12

To: Ohio Providers

From: CareSource®

Subject: Ohio Medicaid Pregnancy Test Kit Initiative

At CareSource, we strive to ensure that members who are pregnant have a health pregnancy and delivery. Strong prenatal care provides the best opportunity not only to educate members about pregnancy but also to have a safe, successful delivery of the baby and to give good follow-up care to mother and child following birth.

To that end, CareSource is participating with selected pharmacies across Ohio in a pilot program to provide free pregnancy test kits to CareSource members. Beginning August 15, 2014, we ask that you encourage members who may be pregnant or who are considering starting a family to visit participating pharmacies, where they can receive a pregnancy test kit free of charge. **Kroger pharmacies in the Columbus and Cincinnati areas, as well as Discount Drug Mart pharmacies in the Cleveland area, are working with CareSource in this pilot program.**

CareSource members must talk with a pharmacist in order to receive their free kit.

The goals of this program are:

- to identify as early as possible those members who are pregnant, and
- to provide them with the education and resource access they need.

Research and experience have shown that early intervention and education is key to a successful pregnancy and infant delivery, particularly when a member is identified as having a pregnancy considered high risk. Statistics also show that each year approximately one million American women deliver a baby without adequate prenatal care and medical attention. Many have no problems, but babies born to mothers who did not receive prenatal care are three times more likely to be born at low birth weight and five times more likely to die.

(over)

To help reduce that potential, CareSource members can receive a free pregnancy test kit. Here is how they can do it:

1. Stop in to a participating pharmacy and talk with the pharmacist.
2. Provide the pharmacist with CareSource membership information, such as showing their Member ID.
3. Receive the pregnancy test kit and information.

With the member's permission, the pharmacists will follow up with the CareSource member and re-educate on the importance of seeing their doctor in the first trimester if they are pregnant. CareSource will then be in touch with the member to help them with education and an opportunity to receive help and guidance through their pregnancy – particularly if they are identified as having a high-risk pregnancy.

If you have any questions, please contact your Provider Relations representative or call Provider Services at 1-800-488-0134. CareSource is working to provide members health care with heart, and give providers that same care as well. Thank you for being our partner in good health.

OH-P-903