Bridge to Healthy Baby

Phase

Pilot - Live in NM, LA, MI Pilot – All Product - TBD Member Journey 1. Member Visits pharmacy 2. Member Engages with In-store marketing informs member of program Pharmacist Confirms eligibility with Pharmacist 3. Member Visits Prescribing Physician Member consults physician for a prenatal 4. Member Fills vitamin prescription Prenatal Rx Member fills 1 90-day or 3 30-day prenatal vitamin prescriptions 5. Member Receives Incentive Kit Pharmacist gives maternal/fetal care kit to member

LOBs

Sales Ready Cert Operational Ready Cert TBD TBD

Pharmacist Journey



5. Pharmacy Receives Payment

Pharmacy is reimbursed \$50 for each incentive kit awarded

Overview

The Bridge to Healthy Baby pilot is a health equity program administered by OptumRx and focused on promoting prenatal healthcare and adherence to prenatal vitamins.

The pilot aims to incentivize pregnant OptumRx women of all lines of business to attend prenatal provider care appointments and adhere to a prescription prenatal vitamin regimen to improve infant and maternal health outcomes. The initiative offers maternal care accessories and wallet cards for the Maternal Mental Health Hotline to mothers who fill one 90-day or three 30-day prescriptions for prenatal vitamins