



Enhanced Care Management

Supporting Members through Maternity & Family Benefits

June 5, 2026



Housekeeping



- Attendance will be tracked through log-in, please include your Name and Provider Organization
- Q&A feature available
- Webinar will be recorded and the presentation will be sent by email to all ECM management for distribution
- Technical support needed? Please email ecm@blueshieldca.com

Agenda

Welcome and Introductions

Doula Services

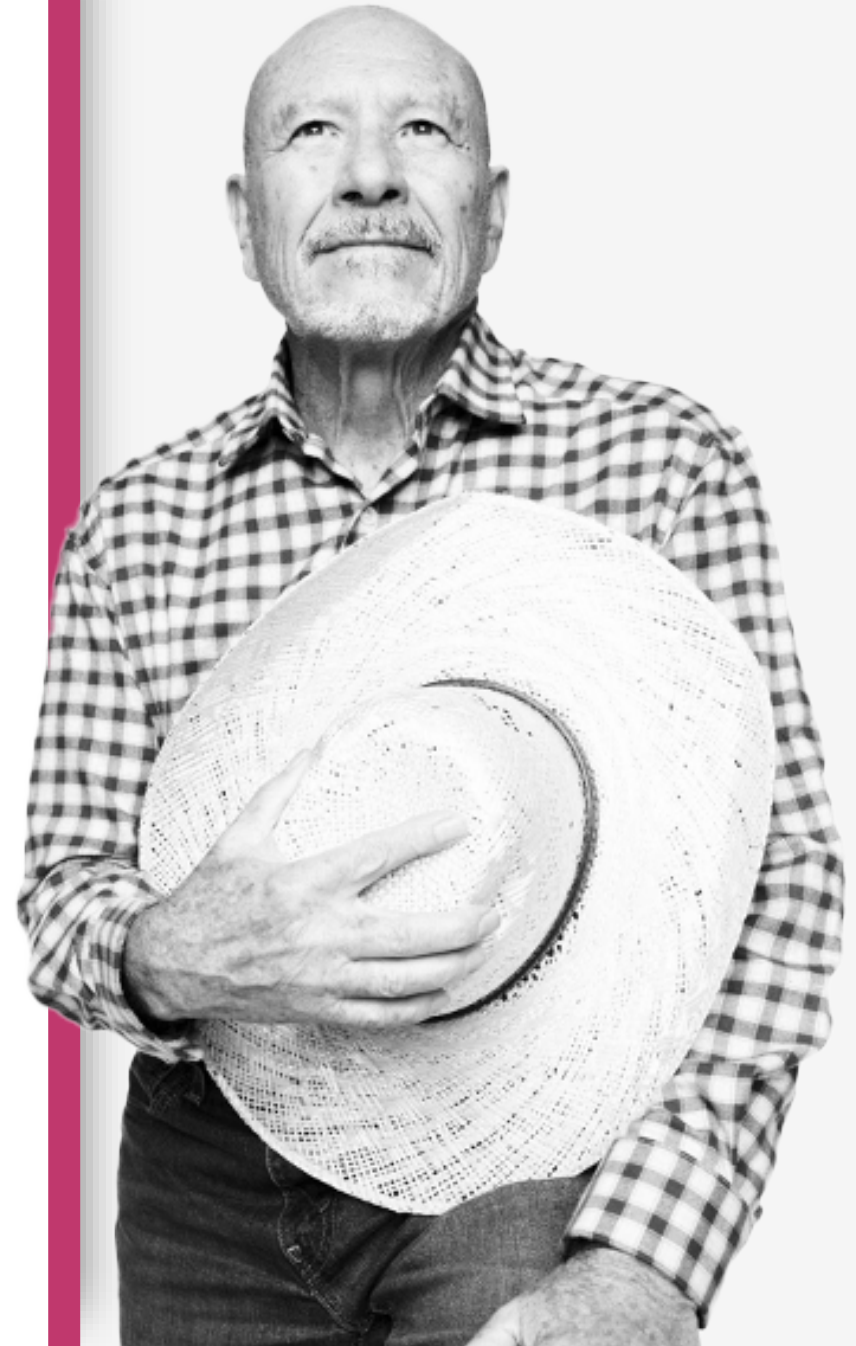
Breast Pumps/Lactation Services

WIC Referrals

Comprehensive Perinatal Services Program

County-Specific Maternity Resources

PHM Maternity Care Management





Blue Shield of California Promise Health Plan is an independent licensee of the Blue Shield Association

Supporting Members Across the Perinatal Journey

Focus on early prenatal care, risk identification, education, and connection to supportive services to promote a healthy pregnancy and reduce preventable complications

Pregnancy

Delivery

Ensure safe, supported birth experiences with access to culturally responsive care and care coordination to improve maternal and infant outcomes

Promote timely postpartum follow-up, maternal mental health screening, recovery support and connection to care management during the critical first 12 months after delivery

Postpartum

Infant's First Year

Support well-child visits, nutrition, breastfeeding, developmental monitoring, and preventive care to ensure a strong and healthy start to life.

Our Goal

Create a program to support expecting/new parents and newborns with their mental and physical health

Prenatal

Engage on the importance of preventative care

Birth

Deliver a newborn supply kit with essentials for mom & baby

0-12 Months

Provide an Amazon voucher for diapers and supplies for care milestones



Maternity resources available to all eligible members

Doula Services

Breast Pumps/Lactation Services

WIC Referrals

Home Visiting Programs

Maternity Care Management



Doula Services

Quality Impact

- Supports postpartum care compliance (PPC)
- Promotes timely prenatal care initiation
- Reinforces maternal mental health screening
- Advances birth equity and culturally responsive care
- May contribute to reduced unnecessary C-sections and improved member experience.



What are Doula services?



Doulas provide non-clinical, culturally responsive physical, emotional, and informational support to members during pregnancy, childbirth, and the postpartum period. Covered doula services are designed to improve birth experiences, increase engagement in prenatal and postpartum care, and support equitable maternal health outcomes.

Eligible Members

Blue Shield Promise pregnant members, at any stage of pregnancy
Blue Shield Promise postpartum members up to 12 months after delivery



- Support during labor and delivery includes live birth, stillbirth, abortion and miscarriage.
- Members may receive 1 initial visit and up to 8 additional visits. These may include a combination of prenatal and postpartum visits and up to 2 extended postpartum visits after the end of a pregnancy.

Member Participation

Members can access doula services by:



- Requesting a referral from their provider to maternity care management
- Contacting Blue Shield Promise Customer Service
- Selecting a contracted doula provider via the Blue Shield Find a Doctor tool
- Staying engaged in recommended prenatal and postpartum care

Doula Services Referral

Quality Impact

- Supports postpartum care compliance (PPC)
- Promotes timely prenatal care initiation
- Reinforces maternal mental health screening
- Advances birth equity and culturally responsive care
- May contribute to reduced unnecessary C-sections and improved member experience.



How to Find a Doula Provider?

Access the Blue Shield Promise Find a Provider [Find a provider | Blue Shield of CA Promise Health Plan | Blue Shield of CA Promise Health Plan](#).

- Select the correct county (Los Angeles or San Diego).
- Enter the member's ZIP code under location.
- Type "Doula" in the provider search and apply filters based on members preferences.
- Provide the member with 2-3 contracted doula options by phone or email a list.

How to schedule a Doula Appointment?

- Work with the member in contacting the selected doula provider directly to schedule services. If member needs help in scheduling an appointment, please support the member.

How to confirm Doula Appointment?

Advise the member to call back within 2-3 days to provide name of doula selected and date of appointment.

If member doesn't call back within 2-3 days, conduct a follow-up within 7 days to confirm:

- A doula was selected
- An appointment has been scheduled

If not scheduled, assess barriers (availability/language/uncertainty) and offer additional support or alternative providers.

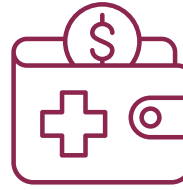
Breast Pumps/ Lactation Services

Quality Impact

- Supports postpartum care visit engagement (PPC)
- Reinforces well-child visit adherence (W30)
- Promotes infant nutrition and preventive care
- Supports maternal mental health and bonding
- Advances equitable access to breastfeeding resources



What are Breast Pump & Lactation Services



Blue Shield Promise provides coverage for breast pumps and lactation support services to promote health infant feeding and support maternal recovery during the prenatal and postpartum period. Pumps are typically provided through approved durable medical equipment (DME) vendors or contracted suppliers.

Eligible Members



- Blue Shield Promise pregnant and postpartum members
- Covered equipment and counseling supporting infant feeding and postpartum recovery.

Member Participation



Members can access breast pump and lactation services by:

- Requesting a prescription or referral from their provider
- Contacting Blue Shield Promise Customer Services to verify eligibility and approved vendors
- Scheduling prenatal or postpartum lactation counseling
- Remaining engaged in recommended postpartum and well child visits

Breast Pumps/ Lactation Services Referral

Quality Impact

- Supports postpartum care visit engagement (PPC)
- Reinforces well-child visit adherence (W30)
- Promotes infant nutrition and preventive care
- Supports maternal mental health and bonding
- Advances equitable access to breastfeeding resources



How to Refer Breast Pump/Lactation Services?

BSC Promise doesn't require authorization for breast pump. Please assist the member is choosing a DME provider that can deliver the breast pump to the member.

The member can also work with their OB-GYN and ask if they can provide Lactation Consultation services. If they can not provide, please connect the member with BSC Promise PHM Maternity Team.

How to schedule a delivery of a Breast Pump?

Assist the member in Contacting the DME vendor to:

- Inform that BSC Promise doesn't require authorization for breast pump .
- Confirm delivery date.

Identify and address any barriers (e.g., unable to reach the member).

NOTE: Please contact BSC Promise Customer Care [\(800\) 605-2556](tel:8006052556) (TTY: 711) for further assistance.

How to confirm a delivery of a Breast Pump?

After the scheduled delivery date, contact the member to:

- Confirm the breast pump was successfully delivered.
- Identify barriers (missed delivery, incorrect address, unreachable member).

WIC Referrals

Quality Impact

- Addresses food insecurity and social drivers of health
- Supports healthy birth weight and infant development
- Reinforces postpartum and well child visit engagement
- Advances maternal child health equity
- Strengthened community-based care coordination



What are WIC Referrals?

WIC referrals connect eligible Blue Shield Promise members to the Women, Infants, and Children (WIC) program, which provides nutrition support, breastfeeding counseling, and supplemental food benefits for pregnant and postpartum members and young children. By supporting access to nutrition and breast-feeding resources WIC referrals strengthen maternal and infant health outcomes and address food insecurity during the perinatal period



Eligible Members

- Blue Shield Promise pregnant and postpartum members
- Infants and children under age 5
- Members meeting income and WIC program eligibility criteria

Member Participation



Members can access WIC services by:

- Accepting referral from provider or care manager
- Contacting their local WIC office to complete enrollment
- Providing required documentation for eligibility determination
- Participating in nutrition counseling and recommended follow up visits



WIC Referrals

Quality Impact

- Addresses food insecurity and social drivers of health
- Supports healthy birth weight and infant development
- Reinforces postpartum and well child visit engagement
- Advances maternal child health equity
- Strengthened community-based care coordination



How to Apply to WIC Services?



Submit a Referral to WIC on behalf of the member via the following:

- Access “Apply for WIC” page [Apply for WIC Online - Sign Up Here | PHFE WIC](#)
- Members may walk-in on WIC Offices: [WIC Office & Grocer Locations](#)
- You may call WIC to refer the member Phone (888) 942-2229
- Text 91997



How to schedule WIC Services

Once referral as been completed, inform the member that a WIC staff will reach out and explain all available benefits and help guide the member through out the entire process.



How to confirm WIC Services?

Call member to confirm they were successfully enrolled in WIC services

Comprehensive Perinatal Service Program

Quality Impact

- Improves prenatal care engagement and risk screening
- Supports healthy birth outcomes and maternal well-being
- Addresses nutrition, behavioral health, and social needs
- Promotes postpartum follow-up and care continuity
- Advances maternal health equity

What is Comprehensive Perinatal Services Program (CPSP)

CPSP is a comprehensive, culturally sensitive Medi-Cal program for pregnant people, extending from early pregnancy through two months postpartum. It supplements medical care with mental health, nutrition, and educational support, helping individuals have healthier pregnancies and better birth outcomes. It also includes referrals to community resources including WIC and dental care.

Goal: Support healthy pregnancies and birth outcomes by providing coordinated medical, behavioral, nutrition and educational services throughout pregnancy and early postpartum.



Eligible Members

Blue Shield Promise members currently pregnant and up to 2 months postpartum in Los Angeles and San Diego Counties



Provider Role

- Consider applying to become a CPSP Provider
- Learn more and complete application online to certify as a provider through [CDPH](#) website



Member Participation

Blue Shield Promise members can receive CPSP services by visiting a CPSP provider to enroll in the program



Los Angeles County Resources



- First 5 Los Angeles
 - LA Best Babies network
 - Welcome Baby
 - First Connections

First 5 Los Angeles

Quality Impact

- Increases postpartum visit completion and well-child visit adherence
- Supports early identification of developmental delays and family needs
- Strengthens maternal physical and behavioral health support
- Advances maternal child health equity
- Enhances coordination between medical providers and community services



What is First 5 Los Angeles?



Welcome Baby Home Visiting Program that supports pregnant people and families during pregnancy and early parenthood who deliver at one of nine participating Welcome Baby hospitals in Los Angeles County.

First 5 LA programs



- LA Best babies Network – network of county home visiting programs, supports for new moms and families, and connections with community resources (starting point for all LA home visiting programs)
- Welcome Baby – prenatal/postnatal home visits and free baby care supplies in partnership with nine hospitals across LA county
- First Connections – connects children with resources and support for developmental delays; partnered with 6 organizations across LA

Eligible Members



Blue Shield Promise members during any stage of pregnancy and/or with children ages 0-5 years in Los Angeles County
Download and submit referral form from labetbabies.org or welcomebabysupport.org

Member Participation



- [Self-Referral](#) or [referral from Maternity Care Management](#)
- Engage with program specialists to complete enrollment
- Connect to maternal community resources and support



F5LA | LA Best Babies Network

What is LA Best Babies Network ?

The LA Best Babies Network (LABBN) is a F5LA-funded program that works with hospitals and community organizations that offer home visiting programs to support pregnant people and families with babies and young children. Their goal is to make sure families get the support they need to grow healthy and strong, and they provide programs with training, tools, and support so home visitors can offer families high-quality education, guidance, and connections to helpful resources during pregnancy and early childhood. LABBN also manages the online Home Visiting E-Directory, which includes all home visiting programs in Los Angeles County for pregnant people and families. **The LABBN Directory should be used as a starting point for ALL home visiting and community referrals for pregnant people in Los Angeles County.** Both provider and self-referrals are accepted for home visiting program enrollment.

Eligible Members

Blue Shield Promise members during any stage of pregnancy and/or with children ages 0-5 years who live in Los Angeles County

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of community maternal/infant resources
- Referring pregnant/postpartum members to [maternity care management via referral form](#)

Member Participation

- Self-referral using this link [L.A. Home Visiting eDirectory](#) OR member can receive assistance with [program referral](#) from Maternity Care Management
- Engage with home visiting program specialists to complete enrollment
- Connect to maternal community resources and support



F5LA | First Connections

What is First Connections?

First Connections helps ensure children 0-5 years old get support as early as possible if there are any concerns about their development. Their goal is to find concerns early, connect families to the right support, and help children get the best start in life. The initiative is offered through 6 organizations across LA County (listed below) to help assess how children are growing, learning, and communicating. First Connections helps families get connected quickly to culturally tailored early intervention services when a child needs extra support:

- Allies for Every Child (*West LA*)
- Altamed Health Services Corporation (*East LA, San Gabriel Valley*)
- Eisner Pediatric and Family Medical Center (*San Fernando Valley, Central LA*)
- Foothill Family Services (*San Gabriel Valley, Pomona*)
- Northeast Valley Health Corporation (*San Fernando and Santa Clarita valleys*)
- South Central Los Angeles Family Resource Center (*South LA*)
- Children's Hospital Los Angeles (*West LA*)

Eligible Members

Blue Shield Promise members during any stage of pregnancy and/or with children ages 0-5 years who live in Los Angeles County

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of community maternal/infant resources
- Referring pregnant/postpartum members to [maternity care management via referral form](#)

Member Participation

- Accept program referral from Maternity Care Management
- Engage with First Connections program specialists to complete enrollment
- Connect to maternal community resources and support



Healthy Start

Quality Impact

- Improves prenatal and postpartum care engagement
- Supports healthy birth outcomes and infant development
- Promotes breastfeeding and maternal well-being
- Addresses social needs affecting care access
- Advances maternal and infant health equity



What is Healthy Start – LA County?

A community program offering maternal and early infant support from pregnancy through 18 months for families living in communities with higher than average maternal and infant health complications. Services include prenatal and childbirth education, breastfeeding assistance, support groups, postpartum care, and more. .

Goal: Improve maternal and infant health outcomes by providing coordinated prenatal, postpartum, and early childhood support for families in high-risk communities.



Healthy Start Grantees

Los Angeles County

- County of Los Angeles
- SHIELDS for Families



Eligible Members

Blue Shield Promise members during any stage of pregnancy and up to 18 months postpartum in Los Angeles County



Provider Role

Providers support care coordination and engagement by

- Educating members about availability of community maternal/infant resources
- Referring pregnant/postpartum members to [maternity care management via referral form](#)



Member Participation

- Accept program referral from Maternity Care Management
- Engage with Healthy Start program specialists to complete enrollment
- Connect to maternal community resources and support





Black Infant Health Program

What is Black Infant Health (BIH)?

Black Infant Health (BIH) aims to reduce infant and maternal mortality rates among pregnant and postpartum Black mothers and infants across California. BIH provides free culturally tailored services and resources, including an empowerment-based group-based intervention for participants with group sessions, resource referrals, life planning, goal setting, and more. Participants learn stress management skills and receive social support from other BIH participants and Family Health Advocates, Group Facilitators, Public Health Nurses and Mental Health Workers.

Eligible Members

BSC Promise members ages 16 and up that identify as Black/African American during any stage of pregnancy and up to six months postpartum in LA County and San Diego counties

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of maternal community health resources
- Referring pregnant/postpartum members to Maternity Care Management via referral form

Member Participation

- Self-referral online or receive support from Maternity Care Management with completing program referral form
- Engage with BIH program specialists to complete enrollment
- Connect to maternal community resources and support

San Diego County Resources



- Promising Start
- First 5 San Diego
 - First Steps
Healthy Development Services
 - KIDStart

Promising Start

Quality Impact

- Supports postpartum care compliance (PPC)
- Reinforces well-child visit adherence (W30)
- Advances maternal-child health equity through incentive-based engagement



What is Promising Start?



Promising Start is a Blue Shield Promise program that offers essential newborn and maternal care products for babies and new parents to incentivize Medi-Cal members to go to a postpartum visit and bring their babies to well-child visits during their first 12 months.

Eligible Members



- Blue Shield Promise pregnant (ideally beginning 2nd trimester) residing in San Diego County
- Blue Shield Promise Postpartum members with infants up to 11 months of age residing in San Diego County
- Members will receive a Welcome Package, a pre-delivery supply kit for mom and baby, and access to a catalog with diaper supplies. Members may earn up to four \$100 Amazon vouchers for completing postpartum and well-child visit milestones. Eligibility includes active enrollment, baby enrolled within 31–60 days, birth within the past 11 months, and an Amazon-linked email.

Member Participation



To receive program incentives, member must

- Call Blue Shield Promise Customer Service to enroll, verify eligibility, and/or attest to milestone completions
- Complete their postpartum and/or bring their infant to scheduled well-child visits during the first 12 months
- Have an Amazon account (Free or Prime)

Promising Start

To enroll in our Promising Start program, call Customer Service at (855) 699-5557 (TTY:711) 8 a.m. to 6 p.m. Monday through Friday.



Extra help for new moms, at no cost

Blue Shield of California Promise Health Plan has a special program for moms and babies. It's called Promising Start. Members get a starter kit with useful items, help with checkups, and Amazon.com vouchers for diaper supplies.*



Get supplies and support

Promising Start kit

Make life easier for you and your baby. Get helpful items like nursing pads, pacifiers, and swaddles.

Checkup reminders

Get a simple list to help you keep track of doctor visits for you and your baby.

Amazon.com vouchers

Earn up to \$400 in Amazon.com vouchers (electronic gift cards) for diapers and more.

Sign up today

To enroll in our Promising Start program, call Customer Service at (855) 699-5557 (TTY: 711), 8 a.m. to 6 p.m., Monday through Friday.

It's easy to join

- 1 Call Blue Shield Promise Customer Service.
- 2 Say you want to join the Promising Start program.
- 3 Share an email address linked to your Amazon.com account. Don't have one? We'll help you set it up.

* Joining this program is optional and at no cost for Blue Shield Promise members. You must apply to enroll in this program. Enrollment is not guaranteed. You can stop being part of the program at any time for any reason. Being in the program won't change your Medi-Cal benefits or coverage. Members who join this program do not qualify for any extra benefits through Amazon.com.

Blue Shield Promise is using an outside company, Amazon.com, to get products and have them delivered to the member's mailing address. Amazon.com is not a part of Blue Shield Promise.

You can get this document for free in other formats, such as large print, braille, or audio. Call (855) 699-5557 (TTY: 711), 8 a.m. to 6 p.m., Monday through Friday. The call is free.

Blue Shield of California Promise Health Plan is an independent licensee of the Blue Shield Association.

Blue Shield of California Promise Health Plan | 3840 Kilroy Airport Way | Long Beach, CA 90806

First 5 San Diego

Quality Impact

- Increases postpartum visit completion and well-child visit adherence
- Supports early identification of developmental delays and family needs
- Strengthens maternal physical and behavioral health support
- Advances maternal child health equity
- Enhances coordination between medical providers and community services



What is First 5 San Diego?

First 5 First Steps is a home visiting program offered through First 5 San Diego that supports pregnant people, parents-to-be, and families with infants and toddlers up to the child's third birthday. Services are provided through in-home or virtual visits with a Family Support Specialist. Education on child development milestones and behaviors, parenting education to enhance caregiver knowledge, promotion of healthy lifestyle choices, referrals to doctors and community-based programs and connection to breastfeeding groups, baby sign language, baby massage, and assistance applying for WIC or food programs.



First 5 SD Programs

- **First Five First Steps** – Provides prenatal/postpartum home visiting services
- **Healthy Development Services**– early identification and treatment for children with developmental delays
- **KIDStart**– Connects children with behavioral and socio-emotional health resources and support



Eligible Members

Blue Shield Promise members during any stage of pregnancy and/or with children ages 0-5 in San Diego County



Apply by contacting the First Steps program site serving their San Diego region: South: SBCS – (619) 650-1597, East: Home Start – (619) 402-0085, Central / North Central – (619) 283-9624 and North Inland / North Coastal: Palomar Health – (760) 739-3261.

Member Participation

- Self-Referral (link on next slide) or referral from Maternity Care Management
- Engage with program specialists to complete enrollment
- Connect to maternal community resources and support



First 5 San Diego | First Steps



First 5 San Diego | First Steps

What is First 5 First Steps?

First 5 First Steps (First Steps) is a home visiting program serving pregnant individuals and families with children from birth to age 3 in San Diego County. The program supports positive parenting and healthy child development, using evidence-based models to provides long-term support that promotes child health, strengthens parent-child relationships, and prepare children to enter school ready to learn. First Steps is funded in part by the CalWORKs Home Visiting Program. Key services include home visits, parent education, and referrals to health/community resources.

Eligible Members

Blue Shield Promise members during any stage of pregnancy and/or with children ages 0-3 years in San Diego County

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of community maternal/infant/family resources
- Referring pregnant/postpartum members with children 0-3 years to [Maternity Care Management via referral form](#)

Member Participation

- Member participates by accepting program referral from Maternity Care Management
- Engage with First Steps Program specialists to complete enrollment
- Connect to community resources and support



First 5 San Diego | Healthy Development Services



First 5 San Diego | Healthy Development Services

What is Healthy Development Services?

Healthy Development Services (HDS) supports children from birth through age five in San Diego County who have mild to moderate developmental delays or behavioral concerns, along with their caregivers. HDS provides early identification and support for young children and families, including speech and language therapy, developmental/behavioral assessments and treatment, parent education, toilet training, and care coordination to help families access and navigate resources. Children may receive services until they enter kindergarten or turn six, whichever comes first.

Eligible Members

Blue Shield Promise members during any stage of pregnancy and/or with children ages 0-6 years in San Diego County

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of community maternal resources
- Referring pregnant/postpartum members with children 0-6 years to [Maternity Care Management via referral form](#)

Member Participation

- Self-referral using [HDS Self-Referral Form](#) OR member can receive assistance with program referral from Maternity Care Management using [Provider Referral Form](#)
- Engage with HDS program specialists to complete enrollment
- Connect to community resources and support



First 5 San Diego | KIDStart



First 5 San Diego | KIDStart

What is KIDStart?

KidSTART is a collaborative program of First 5 San Diego and HHSA Behavioral Health Services that supports young children with complex developmental and behavioral needs. The KidSTART Center provides triage, comprehensive assessments, referrals, and treatment for children with multiple and complex delays or disorders. Services includes occupational and physical therapy, mental health treatment (individual, family, and group therapy), baby bonding for infants, speech classes for toddlers, and care coordination with support for transportation and housing needs when applicable.

Eligible Members

BSC Promise members during any stage of pregnancy and/or with children ages 0-6 in San Diego County

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of community maternal resources
- Referring pregnant/postpartum members with children 0-6 years to [Maternity Care Management via referral form](#)

Member Participation

- Self-referral OR member can receive assistance from Maternity Care Management with referral (both parties call **(858) 966-5990** to make a referral)
- Engage with HDS program specialists to complete enrollment
- Connect to community resources and support





Black Infant Health Program

What is Black Infant Health (BIH)?

Black Infant Health (BIH) aims to reduce infant and maternal mortality rates among pregnant and postpartum Black mothers and infants across California. BIH provides free culturally tailored services and resources, including an empowerment-based group-based intervention for participants with group sessions, resource referrals, life planning, goal setting, and more. Participants learn stress management skills and receive social support from other BIH participants and Family Health Advocates, Group Facilitators, Public Health Nurses and Mental Health Workers.

Eligible Members

BSC Promise members ages 16 and up that identify as Black/African American during any stage of pregnancy and up to six months postpartum in LA County and San Diego counties

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of maternal community health resources
- Referring pregnant/postpartum members to Maternity Care Management via referral form

Member Participation

- Self-referral online or receive support from Maternity Care Management with completing program referral form
- Engage with BIH program specialists to complete enrollment
- Connect to maternal community resources and support



San Diego County Breastfeeding Coalition

What is San Diego County Breastfeeding Coalition (SDCBC)?

SDCBC provides advocacy, resources, education, and outreach to help birthing persons navigate barriers related to breastfeeding. They manage an extensive online breastfeeding resource directory and create printable guides with information on local support groups, lactation care, providers, free breast pumps and supplies, and other programs that support individuals with their infant feeding journeys. SDCBC also operates a helpline staffed by lactation educators with 6 languages available that anyone can call on their own to receive personalized support and referrals to local providers.

Eligible Members

BSC Promise members during any stage of pregnancy or postpartum in San Diego County (some resources available in SDCBC guides available for members outside of county; check resource website for final criteria determination)

Provider Role

Providers support care coordination and engagement by

- Educating members about availability of breastfeeding resources
- Referring pregnant/postpartum members to Maternity Care Management via referral form

Member Participation

- Self-referral OR member can receive assistance from Maternity Care Management with referral **[1-800-371-MILK (6455)]**.
- Engage with SDCBC specialists and connect to support

Maternal Mental Health Resources

American College of Obstetrics and Gynecology (ACOG)

ACOG provides information about several free online mental health resources that all pregnant and postpartum Promise members can access online, by phone, or by text without need for referrals or pre-authorizations:

- National Maternal Mental Health Hotline

Free, confidential support, resources, and referrals from professional counselors for pregnant and postpartum individuals available 24 hours a day, 7 days a week. Services are available in 60 languages. Members can call **(833) 852-6262**.

- 988 Suicide and Crisis Lifeline

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. Members can call or text 988 or chat 988lifeline.org

- Postpartum Support International (PSI)

Non-emergency helpline for support, information, and/or referrals to postpartum mental health providers. The helpline is open 7 days a week. Members can leave a confidential message, and a volunteer will return their call or text as soon as possible. PSI also offers online support group meetings to connect with other pregnant and postpartum individuals, and a weekly "Chat with an Expert" for additional support.

Helpline: (800) 944-4773

Text: (800) 944-4773 (English) or (971) 203-7773 (Spanish)



Healthy Start –SD

Quality Impact

- Improves prenatal and postpartum care engagement
- Supports healthy birth outcomes and infant development
- Promotes breastfeeding and maternal well-being
- Addresses social needs affecting care access
- Advances maternal and infant health equity



What is Healthy Start – SD County?



A community program offering maternal and early infant support from pregnancy through 18 months for families living in communities with higher than average maternal and infant health complications. Services include prenatal and childbirth education, breastfeeding assistance, support groups, postpartum care, and more.

Goal: Improve maternal and infant health outcomes by providing coordinated prenatal, postpartum, and early childhood support for families in high-risk communities.

Healthy Start Grantees



- Global Communities – Healthy Start San Diego
- Volunteers of America, Southwest California, Inc

Eligible Members



Blue Shield Promise members during any stage of pregnancy and up to 18 months postpartum San Diego County

Provider Role



Providers support care coordination and engagement by

- Educating members about availability of community maternal/infant resources
- Referring pregnant/postpartum members to [maternity care management via referral form](#)

Member Participation



- Accept program referral from Maternity Care Management
- Engage with Healthy Start program specialists to complete enrollment
- Connect to maternal community resources and support

PHM Maternity Care Management

Quality Impact

- Supports postpartum care visit and postpartum depression screening compliance
- Reinforces prenatal and preventive care engagement
- Improves maternal and infant clinical outcomes
- Addresses racial and ethnic disparities in maternal health

What is Maternity Care Management?



Maternity Care Management is a comprehensive, member centered care coordination program designed to support Blue Shield Promise members and their partners before, during, and after pregnancy. It recognizes the strong connection between maternal and infant health and provides personalized support to improve outcomes, increase access to care and reduce disparities

Eligible Members



- Blue Shield Promise pregnant and postpartum members
- Members with maternity related high-risk conditions or identified social risk factors

Member Participation



Members participate by:

- Accepting referral to the program
- Engaging with an assigned care manager
- Participating in recommended prenatal and postpartum visits
- Connecting to community and supportive services as needed



BSC Promise Contact & Referral Information

1

Maternity Care Management Referral Form

<https://www.blueshieldca.com/content/dam/bsca/en/promise/docs/Maternity-care-management-form.pdf>

Fax to (844) 893-1211

2

Los Angeles County Customer Service

Phone: [\(800\) 605-2556](tel:8006052556) (TTY: 711), 8 a.m. to 6 p.m., Monday through Friday.

Fax: (323) 889-6236

3

San Diego County Customer Service

Phone: [\(800\) 605-2556](tel:8006052556) (TTY: 711), 8 a.m. to 6 p.m., Monday through Friday.

Fax: (323) 889-6236



Birth Equity Population of Focus Refresher



[ECM Policy Guide](#)
[\(January 2026\)](#)

- 1) Are pregnant **OR** are postpartum (through 12 months period)
- 2) Are subject to racial and ethnic disparities as defined by California public health data on maternal morbidity and mortality

* Please note that members cannot receive PHM Maternity Care Management when enrolled in ECM, as it is duplicative services (i.e., Birth Equity PoF).



Resources

Provider Connection Page

Enhanced Care Management: [Enhanced Care Management | Blue Shield of CA Provider](#)

Email Inboxes

Enhanced Care Management:
ecm@blueshieldca.com

Community Supports:
communitysupports@blueshieldca.com

Provider Relations:
calaimproviderrelations@blueshieldca.com

ECM Program Management Team



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Thank you