

March 2024

Federal Employee Program **Pregnancy Care Incentive Program for Members**

The Blue Cross and Blue Shield Federal Employee Program® (FEP) offers pregnant members support and incentives throughout their pregnancies under the Pregnancy Care Incentive Program.

This program provides expectant members support and rewards during each stage of pregnancy. Your eligible Florida Blue FEP members can earn a free Pregnancy Care Box full of helpful items to use during and after pregnancy — and \$75 in rewards on their MyBlue® Wellness Card.

Who is Eligible?

Expectant members are eligible for this program when they are enrolled in the FEP Service Benefit Plan Basic or Standard Option. The member must be at least 18 years of age. Enrollment and participation are at no cost to the member.

Steps for Your Patients to Participate

- Eligible members can request a Pregnancy Care Box through the FEP website at FEPblue.org by logging in or registering for their MyBlue account.
- Once on the MyBlue homepage, they will select the **Pregnancy Care Incentive Program**. Patients will be asked to provide information about their doctor's visit during the first trimester.
- **To receive a \$75 Wellness reward:**
Your patient will receive a cover sheet in the Pregnancy Care Box, or it can be obtained online. You or your patient will submit the cover sheet with a copy of the patient's doctor-signed medical record to confirm prenatal care during the first trimester. This could include a prenatal flow sheet, prenatal progress/visit notes, or electronic medical record.
 - **Fax the documentation to 1-877-760-7083 or mail to BCBS FEP Pregnancy Care Incentive Program, P.O. Box 540606, Waltham, MA 02454**

Florida Blue FEP members can also receive a **\$50 reward** after completing the Blue Health Assessment online through their MyBlue account. This reward offer is separate from the Pregnancy Care Incentive Program.

To reference the Prenatal and Postpartum Care Healthcare Effectiveness Data and Information Set (HEDIS^{®1}) quality measure tip sheet for FEP members, **click [here](#)** or visit FloridaBlue.com. Select **For Providers**, navigate to **Programs**, then **Quality Programs: HEDIS & PQA**.

¹HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).

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