

KENTUCKY MEDICAID



## BABIES FIRST

### Rewards Program

#### It's Easy as A-B-C

Humana – CareSource® wants you and your baby to be healthy. That's why the Humana – CareSource Babies First\* program rewards members for keeping doctor appointments while they are pregnant, and for completing follow-up visits as the baby grows.

Through this program, members earn up to \$150 on a MyCareSource Rewards™ card, which you can spend at a variety of stores.

#### Here's how:

- A. See your OB doctor regularly while you are pregnant
- B. See your OB doctor for a follow-up visit three to eight weeks after your baby is born
- C. Take your child for Well Baby exams (*also called Early Periodic Screening Diagnostic Treatment\* or EPSDT exams*). Earn rewards for the first 7 visits as long as your baby is younger than 18 months.

\*Babies First is a special program for Humana – CareSource members only. Not a member? Consider joining Humana – CareSource during the annual open enrollment period.

\*\*EPSDT is part of a special program by the State. It includes physical check-ups, nutritional check-ups, immunizations, and more — your Member Handbook will have more details.

Humana – CareSource complies with applicable state and federal civil rights laws and does not discriminate on the basis of age, gender, gender identity, color, race, disability, national origin, marital status, sexual preference, religious affiliation, health status, or public assistance status.

Si usted o alguien a quien ayuda tienen preguntas sobre Humana – CareSource, tiene derecho a recibir esta información y ayuda en su propio idioma sin costo. Para hablar con un intérprete, llame al 1-855-852-7005 (TTY: 1-800-648-6056 or 711).

如果您或者您在帮助的人对 Humana – CareSource 存有疑问，您有权 免费获得以您的语言提供的帮助和信息。如果您需要与一位翻译交谈，请致电 1-855-852-7005 (TTY: 1-800-648-6056 or 711)。

The Humana – CareSource trademark is jointly owned by Humana Inc. and CareSource Management Group Co.



## Rewards promoting healthy moms and their precious babies — now that's *Health Care with Heart*.

### How do I get a MyCareSource Rewards card?

Sign up for the Babies First program. You can do so by filling out a form at [CareSource.com/KYBabiesFirst](https://www.caresource.com/KYBabiesFirst), or you can call Humana – CareSource Member Services at 1-855-852-7005 (TTY: 1-800-648-6056 or 711).

Card activation and balance checks are simple and can be done online or by phone.

Humana – CareSource wants to make sure you have what you need for each new baby. Please enroll every time you are pregnant. It's easy to do.

Just go to [CareSource.com/KYBabiesFirst](https://www.caresource.com/KYBabiesFirst) and complete the form. Click “Submit” and you're done! Your MyCareSource Rewards card will be loaded for your new baby.

### How do I make sure I get MyCareSource Rewards?

First, you must keep your prenatal appointments. For example you will receive \$20 for your 1st visit to the OB/GYN. Then after the baby is born you also earn \$10 for each qualifying Well Baby (of EPSDT\*\*) visit you keep.

### Need to talk with a nurse?

You can call the Nurse Advice line 24 hours a day. When you call, a Registered Nurse will help you care for yourself or your baby, and tell you if you need to go to the doctor or emergency room.

### What can I buy with my card?

Products designed to keep you and your new baby healthy:

Baby care items and toys
Nutritional foods
Family planning items
First aid items
Wellness and home health products
Sun-care, hair-care and beauty-care products
Eye and foot care products

You can use your card at the following stores:

Meijer
Rite Aid
Family Dollar
Dollar General