



BlueCross BlueShield
of Western New York

A Division of Western New York Inc., An Independent Licensee of the BlueCross BlueShield Association



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Dear Physician:

We know that prenatal care is extremely important to the health of at-risk infants. As part of a collaborative effort Community Blue, Independent Health and Univera Community Health have developed a standard prenatal case management assessment form. The goal of this new form is to help make it easier for you to refer your at-risk patients to the prenatal case management program of their health plan.

Please begin using the enclosed form immediately.

Each of the plans has its own criteria for placement in prenatal case management. Generally, the criteria are:

- Community Blue: All Community Blue members who have been identified as being pregnant should be referred to our Right Start program. The contact number to reach the Right Start Case Manager is 887-8734 or fax 887-7913.
- Independent Health: All Independent Health members are eligible for Prenatal Case Management Services. Providers need to refer expectant MediSource members and high-risk Commercial members to IH Prenatal Case Management program. The contact number is 635-3523 for case management or fax 631-3966. Referral forms are available through our Web site at www.independenthealth.com
- Univera Community Health: All Univera Community Health (UCH) members with Child Health Plus, Family Health Plus, or PlusMed are eligible for the Birth and BeyondSM program. Physicians should refer all pregnant members to this program. Referral forms are available from Customer Service (847-1433 or 1-800-683-3781).

Please remember to call the member's health plan to confirm the criteria for placement in prenatal case management.

We are pleased to be a part of this community-wide collaborative effort and hope that this new form eases your administrative work. We are also collaborating to develop best-practice clinical guidelines for prenatal case management as we continue to find solutions to improving health care delivery in Western New York.

Sincerely,

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