

Beyond the Baby Kit

Presented By:

Andrew Roy – Head of New Business Supplemental Benefits – CVS Flex Benefits

RISE®

Internal

The Gap We're Addressing

Medicaid plans offer a growing range of maternal supports, but those benefits don't always show up when members need them most.

This is a story about the moments in between , the space between what a plan offers and what a member experiences. We'll follow that gap through three moments:



Early Pregnancy Identification



Prenatal Care Access



Postpartum Follow-through

The Ground Is Shifting Under This Population

TIGHTENING

Jan 1, 2027

Work requirements take effect for Medicaid expansion adults in 44 states + DC, 80 hrs/month of qualifying activity.

6 months

Eligibility redeterminations for expansion adults move from annual to every 6 months, creating more renewal touchpoints to get right.

42%

Of births were financed by Medicaid

EXPANDING

Exempt — on paper

Pregnant and postpartum members are excluded from work requirements throughout pregnancy and the 12-month postpartum period.

49 states + DC

Now offer the full 12-month postpartum coverage extension, a longer window of support than ever before.

26 states + DC

Now reimburse doula services under Medicaid, up from just 12 states in 2024, rapid growth in a benefit tied to better birth outcomes.

Sources: CMS Interim Final Rule (Jun 2026); Georgetown CCF, Medicaid Work Reporting Requirements (Jul 2026); Urban Institute, Ensuring Continuous Coverage Under OBBBA (Mar 2026); NASHP, State Medicaid Approaches to Doula Service Benefits (Mar 2026); KFF Postpartum Coverage Extension Tracker (Jul 2026).

Where Moms Get Stuck



64%

of Medicaid-covered pregnant members were enrolled in a plan six months before birth — over a third start prenatal care access late.



34%

of all postpartum Medicaid unenrollment happens in month 3 alone — the exact window new parents need follow-up care most.



1 in 3

women lost Medicaid coverage by 4 months postpartum before extended coverage became standard.



#1

cause of pregnancy-related death in the U.S. is maternal mental illness — a largely preventable, often-missed gap.

Sources: Elevance Health, Addressing Prenatal and Postpartum Coverage Gaps in Medicaid (Nov 2022, ~215K deliveries across 16 states); Jenkins, Durrance & Ehrenthal, WMJ (2024); CMS Maternal & Infant Health Initiative; NASHP, Addressing SDOH for Pregnant and Postpartum Medicaid Beneficiaries.

Meet Jaya

Based on a real CMS care model

Jaya, 25, is enrolled in Medicaid with a high-risk pregnancy — Type 2 diabetes — and is facing food and housing insecurity.



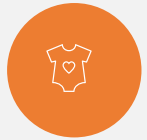
Prenatal

A midwife learns about Jaya's health and social needs, then builds her a care team: a doctor to manage her diabetes, a doula to prepare her for birth, and a social worker who helps her find secure housing and enroll in a healthy food program.



Birth Day

Jaya's midwife and doula are with her at every step. Her social worker visits the hospital to help with the childcare plan. Before she leaves, Jaya and her baby already have follow-up visits on the calendar.



The Fourth Trimester

With 12 months of coverage, Jaya's doula makes home visits and helps her recognize signs of postpartum depression. Her social worker connects her to parenting classes and keeps her food and housing stable.

One year later, Jaya and her baby are thriving, eating well, at home, and supported the whole way through.

Source: CMS, Transforming Maternal Health (TMaH) Model — Jaya's Journey (cms.gov). An illustrative CMS program model, not a CVS Health case study or capability.

What Actually Helps

Doula Support

26 states + DC now reimburse doula services, up from just 12 in 2024. Linked to better birth outcomes and fewer preterm births.

Transportation

Non-emergency medical transportation is a standard benefit, but frequently goes unused without scheduling support.

Food & Home Support

Home-delivered meals for high-risk pregnancies and fresh food support after delivery are emerging value-added benefits.

Lactation & Baby Care

24/7 lactation support and baby care bundles (diapers, wipes, feeding supplies) ease the fourth trimester.

Rewards

Small, fast incentives, e.g., a $25 reward for completing a health assessment within 60 days of enrollment, drive early engagement.

Fatherhood Engagement

Referral programs for new dads are a growing benefit trend, broadening the support system around the member.

The Moment That Matters

Members enrolled by the end of their first trimester nearly all had at least one prenatal visit in that same window — early coverage drives early access.

Notification of Pregnancy

Providers submit an Obstetrical Risk Assessment Form (OBRAF) to trigger maternity support enrollment — some plans incentivize timely, accurate submission.

CMS “Living Well” Toolkit

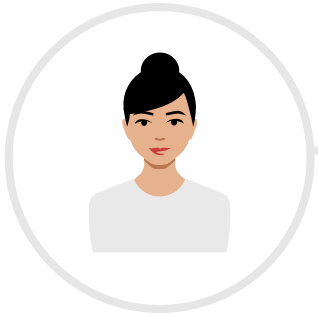
Posters, fact sheets, and social content that connect preventive care to everyday life for Medicaid and CHIP members.

The Outreach Relay

Outreach isn't one touch — it's a relay: provider notification → plan outreach → benefit activation. Each handoff is a chance to lose the member.

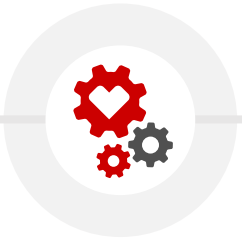
Sources: Elevance Health PPI, Addressing Prenatal and Postpartum Coverage Gaps in Medicaid (2022); UHCprovider.com, Notification of Pregnancy maternity support materials; Medicaid.gov, Outreach Tools (Living Well toolkit).

CVS's Maternal Health Journey



Member Enrolls

Joins one connected maternal program from day one.



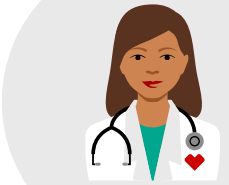
One Connected Platform

Benefits, rewards, and data unified in a single system.



Prenatal Support

Trimester kits and reminders keep members engaged.



Clinical Visits Tracked

OB visits and screenings flow into one shared view.



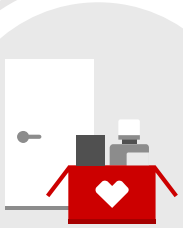
Risk Flagged Early

Carre managers are notified the moment something needs attention.



Rewards & Medication

Prescriptions and incentives delivered without extra steps.



Postpartum Recovery

Recovery kits and support continue through the fourth trimester



Healthier Outcomes

Fewer preterm births. Fewer NICU days. Stronger quality scores.

Your Scorecard Is Already Public

Across a 12-state scan, every single state publicly posted MCO-specific performance on just two measures: Timeliness of Prenatal Care and Timeliness of Postpartum Care — even when nearly everything else about MCO maternal performance stayed private.

Both measures come down to one thing: did the member show up for the visit. Here's what that means for your plan:

Quality Withholds

State pay-for-performance dollars are tied directly to these two timeliness measures — not a broader, harder-to-move outcome.

RFP Scoring

A documented, cohesive maternal benefit strategy strengthens your position on value-added benefit criteria in state RFPs and re-bids.

A Stable Population

Pregnant and postpartum members are now exempt from work-requirement churn — a rare, stable base worth investing in while other segments face turnover.

We'll talk in plain terms about what's proposed vs. proven — no outcome promises, just a shared problem.

Source: Georgetown University CCF, Medicaid Managed Care, Maternal Mortality Review Committees, and Maternal Health: A 12-State Scan (Oct 2023).

Aligned to Your Scorecard

Timeliness of Prenatal Care

One of the core Medicaid maternal HEDIS measures.

Prenatal & Postpartum Care

Bundled measure tracked across the full pregnancy episode.

Postpartum Depression Screening

Behavioral health screening required at the postpartum visit.

Prenatal Syphilis Screening — NEW

Added to HEDIS MY2027 given rising congenital syphilis rates.

All four measures share one denominator: whether the member shows up for the visit.

Proposed Next Steps

A 20-minute working session on your maternal population and benefit design.

A benefit mapping tailored to your state quality measures and member mix.



Andrew Roy

Lead Director, Head of Sales
Supplemental Benefits, CVS Health

Speaker Bio

Andrew is the Lead Director of Sales & Business Development for Supplemental Benefits at CVS Health. With a robust background in sales and retail, Andrew brings 20 years of leadership experience to this role. He has leaned on this experience to evolve the CVS Supplemental Benefits program, expanding to more than 17 million lives served since he came into the position three years ago.

20+

Years of sales & retail leadership

17M+

Lives served under his leadership

3

Years in current leadership role

THANK YOU

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