

Maternity and Infant Care Value-Added Benefits

For North Carolina Medicaid members, as of 1/1/26



What are value-added benefits?

- Value-added benefits in Medicaid are extra, non-medical services offered by managed care organizations beyond the standard Medicaid benefits. They are designed to improve health outcomes and well-being.

Am I eligible to receive value-added benefits?

- To access Standard Plan value-added benefits, you must be a Medicaid recipient and member of one of the following plans: AmeriHealth Caritas, Carolina Complete Health, Healthy Blue, UnitedHealthcare Community Plan, WellCare. If you are in a Tailored Plan or Medicaid Direct, you will have different benefits.
- All Medicaid members have access to transportation support for healthcare needs.
- Any Medicaid member can contact the Medicaid Member Ombudsman for free support in understanding their benefits.

How do I access the benefits?

- Each plan offers slightly different benefits and ways of accessing them. See the next page to locate your health plan and learn about the benefits they offer and how you can access them.
 - When you call, you will need to have your Member ID ready.

What if I cannot access the benefits?

- You have two choices if you can't access your benefits:
 - First, you should call the health plan directly (see number in chart below).
 - If that is not successful, you can contact the Medicaid Member Ombudsman at 877-201-3750.

Can someone request the benefits for me?

- Most plans require the Medicaid member to request the benefits directly; however, you can work with your Care Manager, primary care provider, or other members of your healthcare team to help you.

Plan

Benefits

How to access them?

**AmeriHealth
Caritas**
1-855-375-8811

- baby **formula**
- **diapers/wipes**
- **crib/crib sheets**
- **breast pump and milk storage bags**
- **car seat**
- **home-delivered meals**
- **doula services**
- **baby showers**
- pregnancy and postpartum **nurse support with the Bright Start Program**

- For **baby formula, diapers/wipes, and crib/crib sheets**, benefits are automatically loaded to the mother's Care Card once mom and baby are enrolled.
- For **breast pumps**, call Aeroflow at 1-844-867-9890, or visit aeroflowbreastpumps.com
- For **infant car seats**, your provider will need to request the car seat following a prenatal visit.
- To request **meal deliveries**, contact Member Services at 1-855-375-8811.
- To request **doula services**, contact Bright Start at 1-833-475-2262.
- For more information on **baby showers**, visit the Wellness & Opportunity Centers page on the AmeriHealth Caritas website.
- For more information on **Bright Start** or to enroll, call 1-833-475-2262.
- For **more information on any of the Extra Benefit offerings**, visit <https://www.amerihealthcaritasnc.com/member/benefits/extra-benefits>.

**Carolina
Complete
Health**

1-833-552-3876

- **breast pumps**
- **New Parents' Package supplies**, including a choice between a car seat or a pack 'n play, along with **diapers**
- **doula education services**
- **community baby showers**

- For **breast pumps**, you will need a prescription from a provider. Next, check your eligibility on the Aeroflow website, select 'Carolina Complete Health', and provide insurance information.
- For the **New Parents' Package supplies**, complete the Notification of Pregnancy_(NOP)_Form_(PDF) on file with Carolina Complete Health.
- For **doula education services**, complete the Notification of Pregnancy_(NOP)_Form_(PDF).
- For **Community Baby Showers**, fill out the Baby Shower Registration Form under the "Community Baby Showers" tab on the Carolina Complete Health website or call Member Services at 1-833-552-3876 (TTY 711).

**Healthy
Blue**

1-844-594-5070

- **monetary rewards** for doctor visits
- **Baby Essentials Catalog** (such as diapers, stroller, car seat, portable crib, safe sleep kit, breastfeeding support kit, and more)
- **community baby shower**
- **doula support**
- **New Baby, New Life Program** (prenatal, postpartum support, and more)
- **Digital Maternity Program**
- **breast pumps**

- For **all the Healthy Blue extra benefits**, you can redeem them online through your secure account on the Benefit Reward Hub or call Member Services at 844-594-5070 (TTY 711).
- To request details on the **New Baby, New Life and Digital Maternity Program**, call Member Services at 844-594-5070 or your care manager.
- For **breast pumps**, call Member Services at 844-594-5070.

**United
Healthcare
Community
Plan**

1-800-349-1855

- choice of **baby products** (car seat, pack n play, diapers, wipes, and more)
- **electric breast pump**
- **breastfeeding support**
- **Community-Based Doula Programs**
- **community baby showers**
- **BabyScripts** (earn gift cards for baby products; get help with choosing providers, scheduling visits, arranging rides, and connecting with community resources)
- **Wellhop** (pregnancy educational resources and support through video conversations with other expecting moms)

- For the **electric breast pump**, create an account at www.aeroflowbreastpump.com.
- For **breastfeeding support** (6 virtual breastfeeding visits), visit <https://aeroflowbreastpumps.com/qualify-through-insurance> or call 1-844-867-9890.
- For **Wellhop**, enroll on their website.
- For **all of the other resources**, visit the Member Website or call Member Services at 1-800-349-1855 / TTY 711.

WellCare

1-866-799-5318

- **breast pump** (choice of one of 8 breast pumps)
- **community baby showers**
- **doula program**
- **support and training to parents** with a child or children with serious emotional disturbance (SED)
- **prenatal gift** (one of the following: stroller, portable playpen, car seat, diapers)
- **Good Measures** (food and nutrition support program for members with gestational diabetes)
- **Healthy Rewards** program (up to \$75) for going to doctor's visits (prenatal, postpartum, well child)

- For **breast pumps**, contact your provider or WellCare Member Services.
- For **community baby showers**, here is a list by region: Asheville, Charlotte, Greensboro, Greenville, Lumberton, Raleigh. These can also be accessed on the WellCare Additional Benefits website.
- For the **doula program**, search the provider tool for doulas in your area: Find a Doula Provider, then call Member Services: 1-866-799-5318 (TTY: 711).
- For **parent support and training**, call Member Services at 1-866-799-5318.
- For the **prenatal gift**, your provider will submit a claim for the prenatal visit. 4-6 weeks after your prenatal visit, please call Member Services to request a baby item.
- For **Good Measures**, contact WellCare Member Services at 1-866-799-5318 (TTY 711) or sign up at wellcarehealthnc.goodmeasures.com.
- For **Healthy Rewards** program, visit the WellCare's MyHealthPays web page.