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## 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 mothers support and rewards during each stage of pregnancy. Your eligible Florida Blue FEP patients 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

- The eligible member logs in or registers for their MyBlue account.
- Patient selects the **Pregnancy Care Incentive Program** on the MyBlue homepage to request a Pregnancy Care Box. The patient will be asked to provide information about their doctor's visit during the first trimester.
- **To receive \$75 Wellness rewards:**  
Your patient will receive a cover sheet in the Pregnancy Care Box, or it may be obtained online. You or your patient submit the cover sheet with a copy of the patient's doctor-signed medical record. This could include a prenatal flow sheet, prenatal progress/visit notes, or electronic medical record, to confirm prenatal care during the first trimester.
  - **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 Healthcare Effectiveness Data and Information Set (HEDIS®<sup>1</sup>) quality measure tip sheet for FEP members, [click here](#) or visit [floridablue.com](http://floridablue.com). Select **Tools & Resources, Federal Employee Program**, then **HEDIS Measures & Reference Materials**.

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

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