



**PROVIDER BULLETIN**  
#03-2013

**TO:** Participating facilities

**FROM:** Jamie Stanton  
Senior Director, Care Management

**DATE:** April 18, 2013

**SUBJECT:** Important Procedural Changes to our Baby BluePrints® Program

I am writing to advise you of several process changes related to our Baby BluePrints maternity program. The overall goal of the program — to reach out to members identified with risk factors during their first trimester of pregnancy — is not changing.

CHANGES TO ENROLLMENT

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Beginning May 6, 2013, when Independence Blue Cross (IBC) maternity members come in for their first prenatal visit, they no longer need to complete the *Initial Maternity Patient Questionnaire (IMPQ)*. Instead, members will be encouraged to self-enroll in the program by calling 1-800-598-BABY.

ELIMINATION OF PRENOTIFICATION

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Currently, once an *IMPQ* is submitted for a member, the submission generates a maternity prenotification number. With the discontinuation of the *IMPQ*, a prenotification number will no longer be generated. Therefore, as of May 6, 2013, you will *no longer* need to obtain prenotification or notify us of the delivery, as claims payment is not dependent on prenotification. However, you *must* continue to inform us of any OB antepartum admissions, any babies admitted to the neonatal intensive care unit (NICU), and any detained babies.

If you have any questions about these changes, please call Customer Service at 1-800-ASK-BLUE.

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**We encourage you to share this information with appropriate members of your staff.**

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